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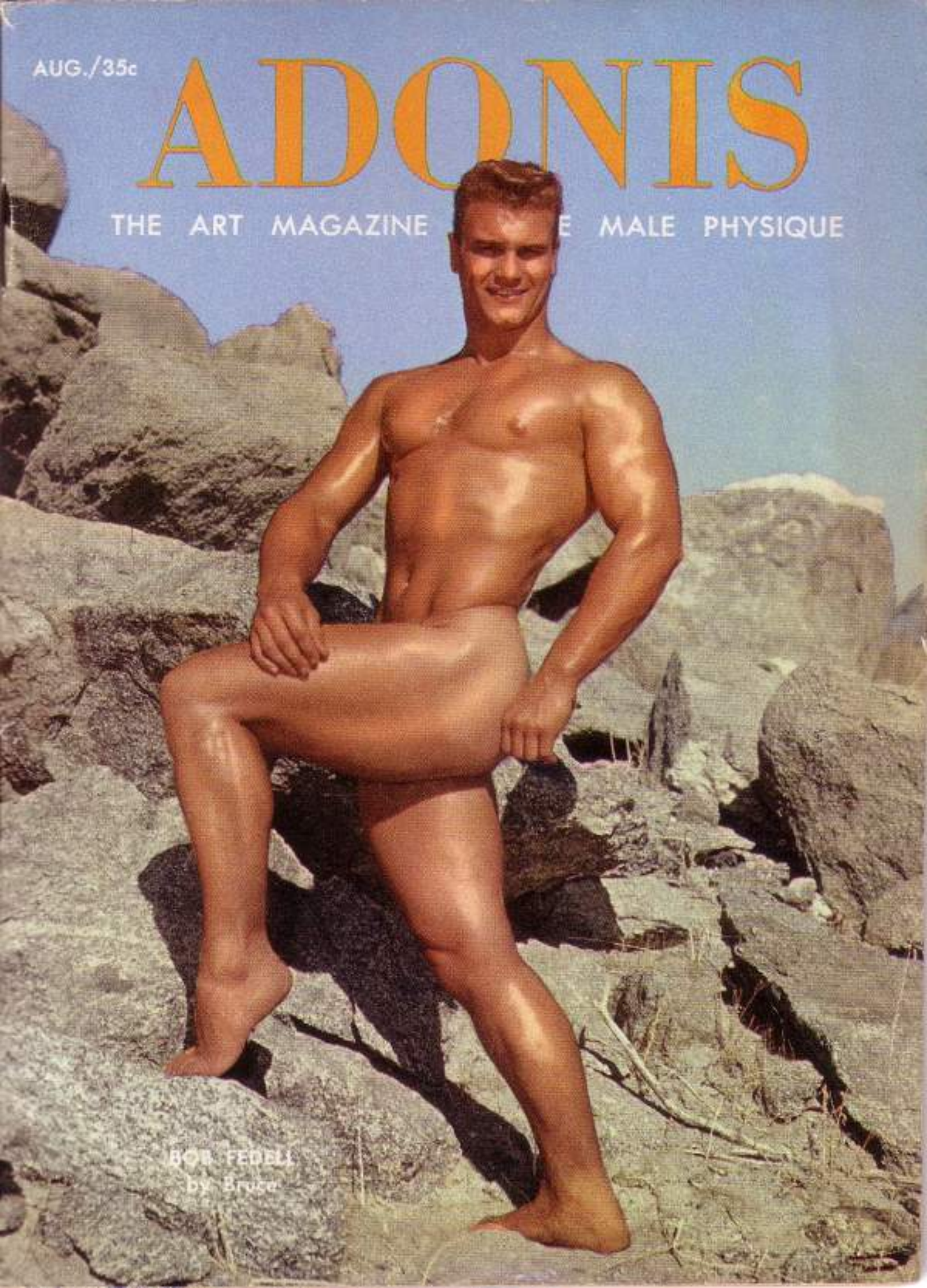
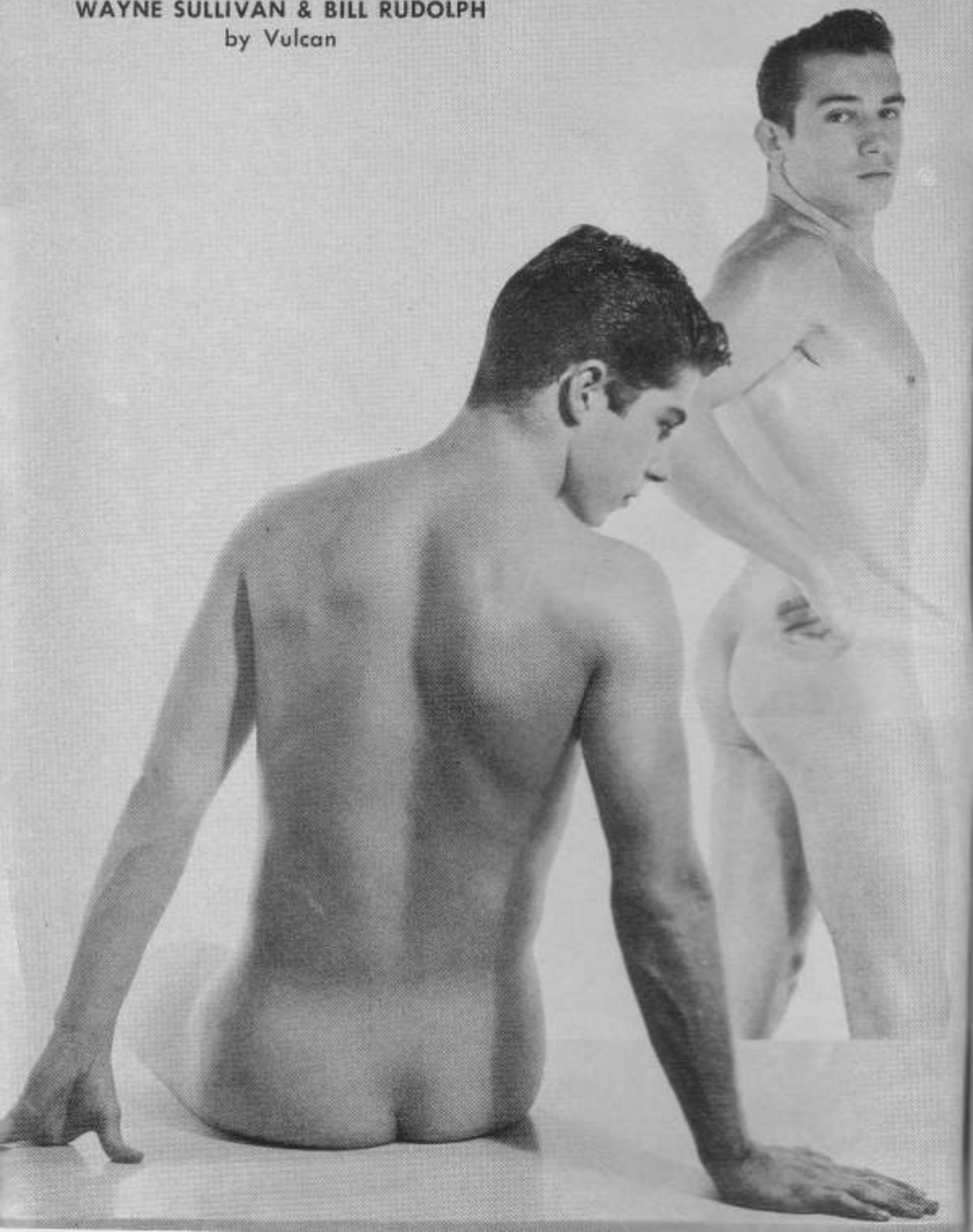
ADONIS

THE ART MAGAZINE E MALE PHYSIQUE



WAYNE SULLIVAN & BILL RUDOLPH
by Vulcan



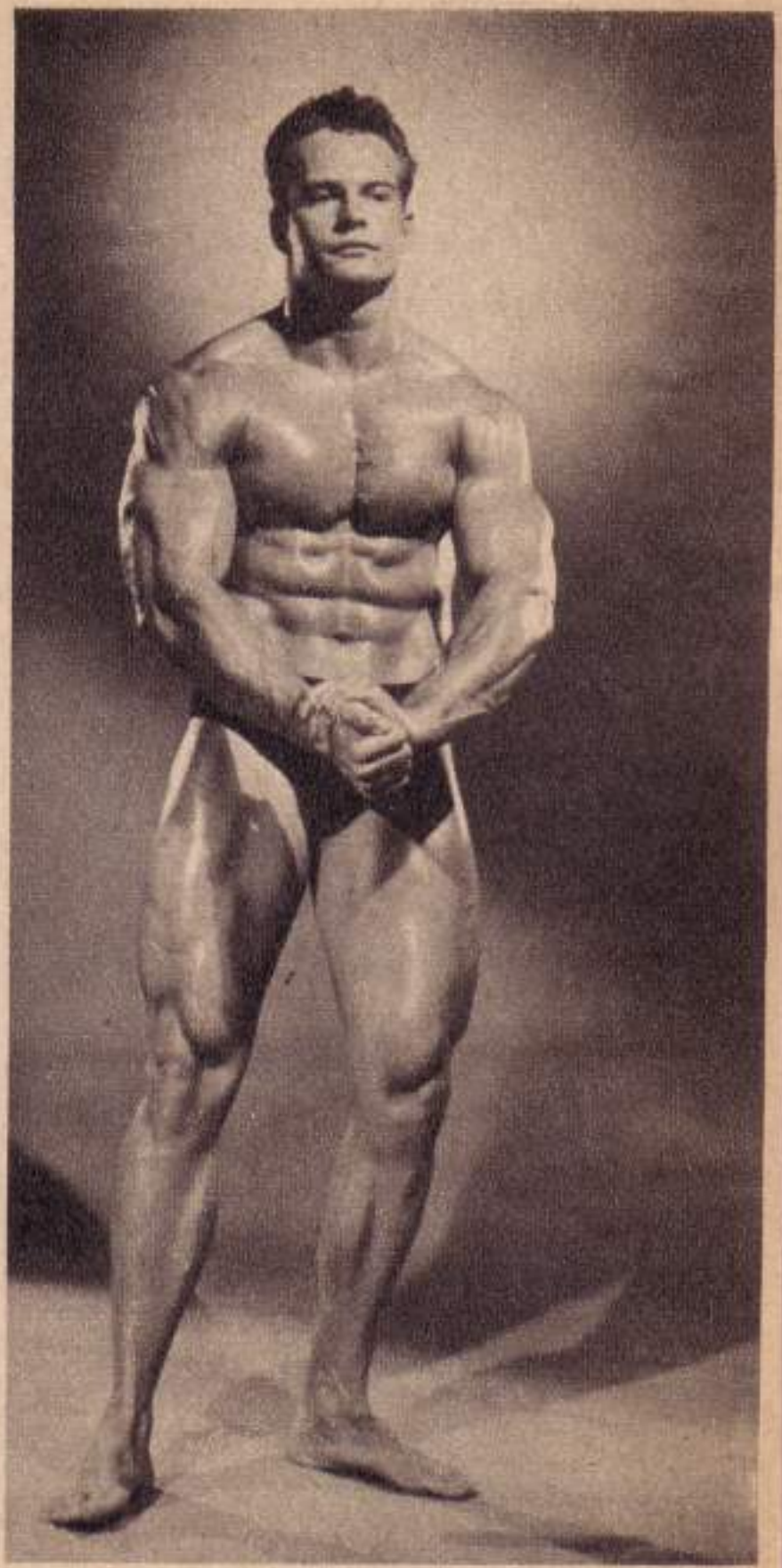
reader's choice

Adonis is *your* magazine and we want to keep it that way. So it's up to you to see that you get your money's worth in quantity, quality and in freedom of photographic choice.

With that in mind we append this brief questionnaire in the hope that those of you who desire any particular continuance or change of features or who have suggestions for the betterment of the magazine may be heard.

Naturally we hear from a great many people from time to time, but the letters in general are usually in regard to a particular model and only rarely reflect the writer's opinion of the other models or features of the magazine.

(*Continued on Page* 50)



LYNN LYMAN
by Athletic Model Guild

AUGUST 1957, VOL. 3, No. 3. Published monthly by Adonis Publications, 801 Palisade Avenue, Union City, N. J. Printed in the U.S.A.

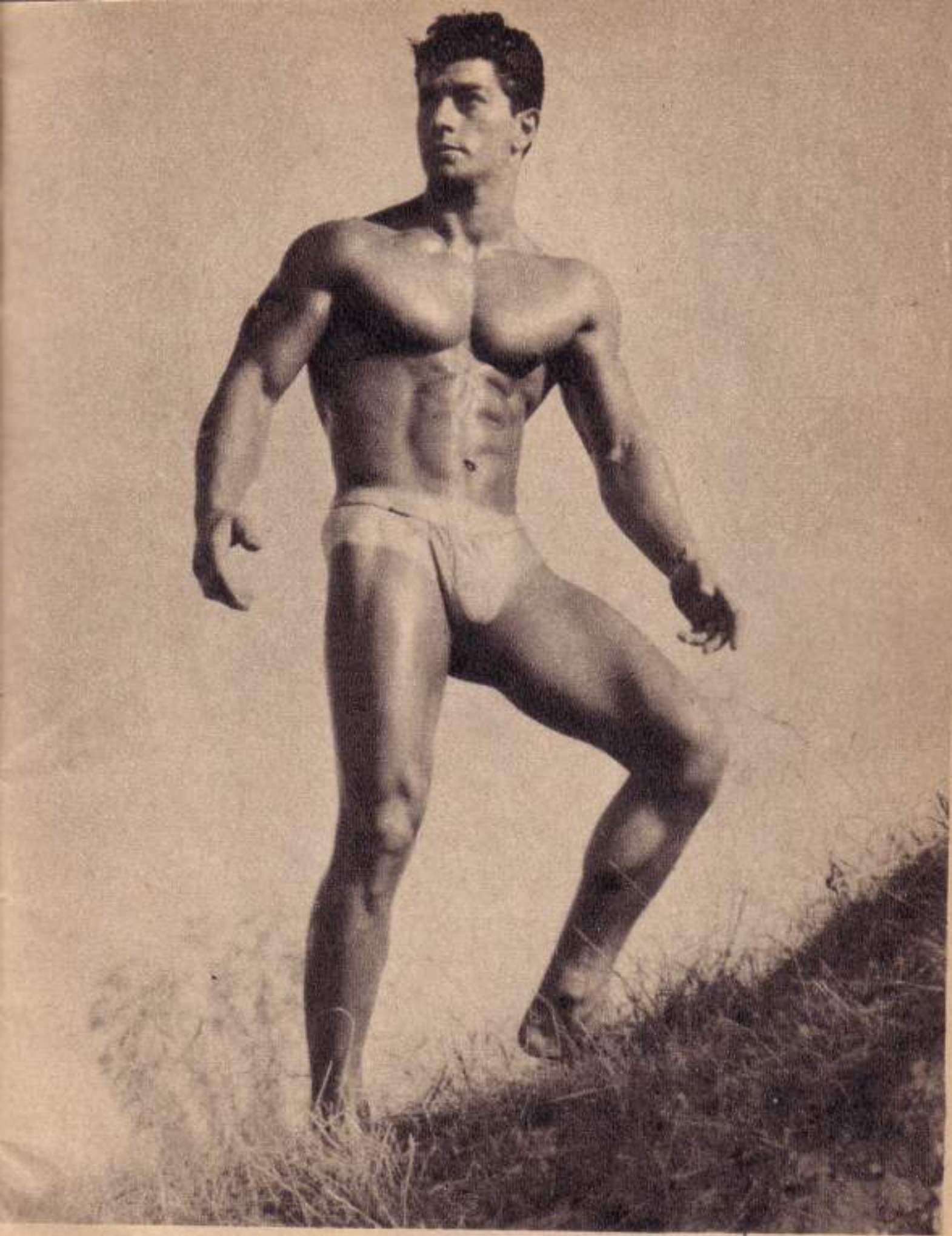
ART POWERS
by Russ Warner

"Powers" Model

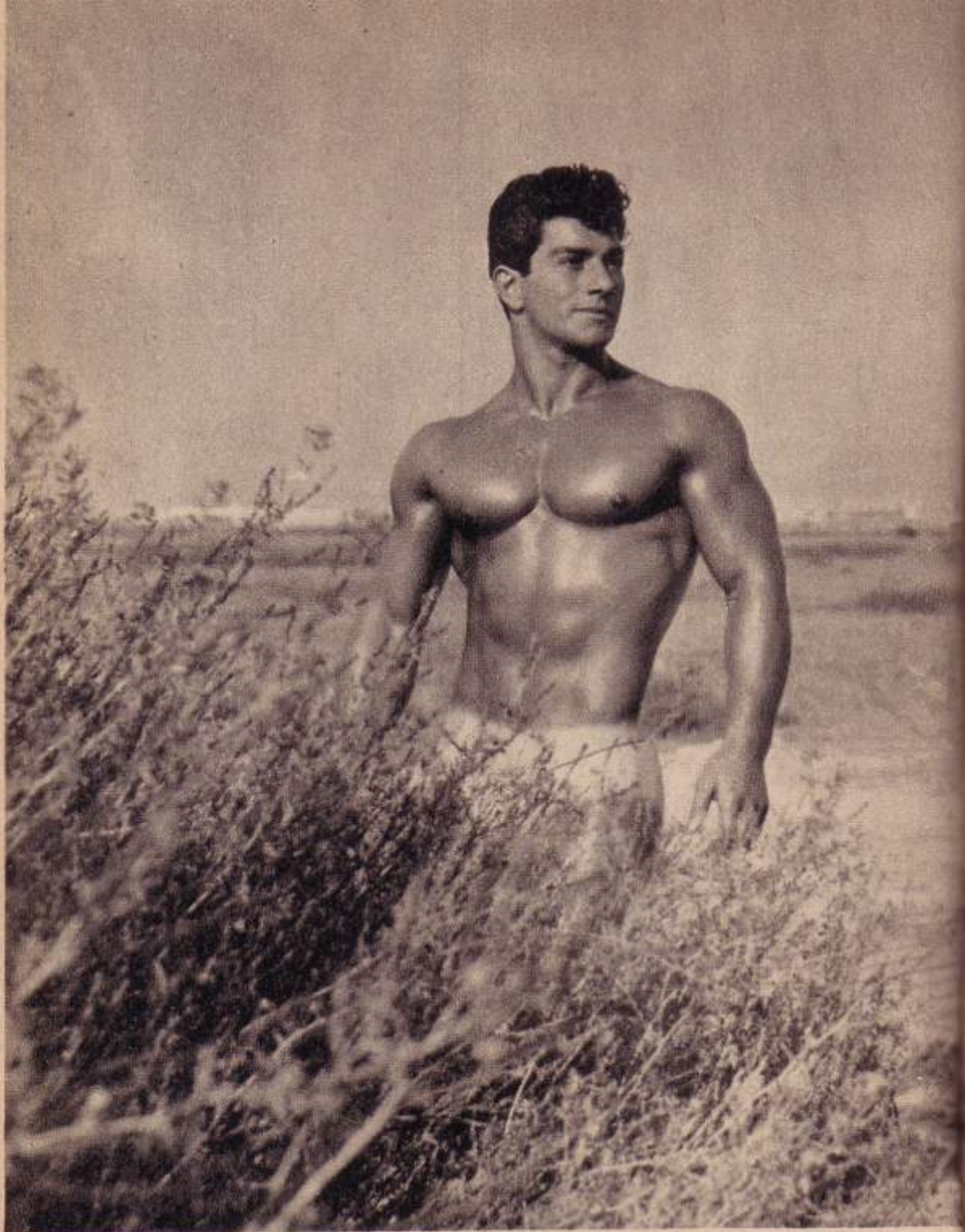
This marks a return visit from two old friends of ours and yours—model, Art Powers and photographer, Russ Warner. Both have been absent from these pages far too long.

You'll almost invariably find Art in *Muscle Power* or *Muscle Builder* magazines, 'cause people just naturally like to know how he got all that muscle. Many of his exercise routines have been published but we won't dwell on that here.

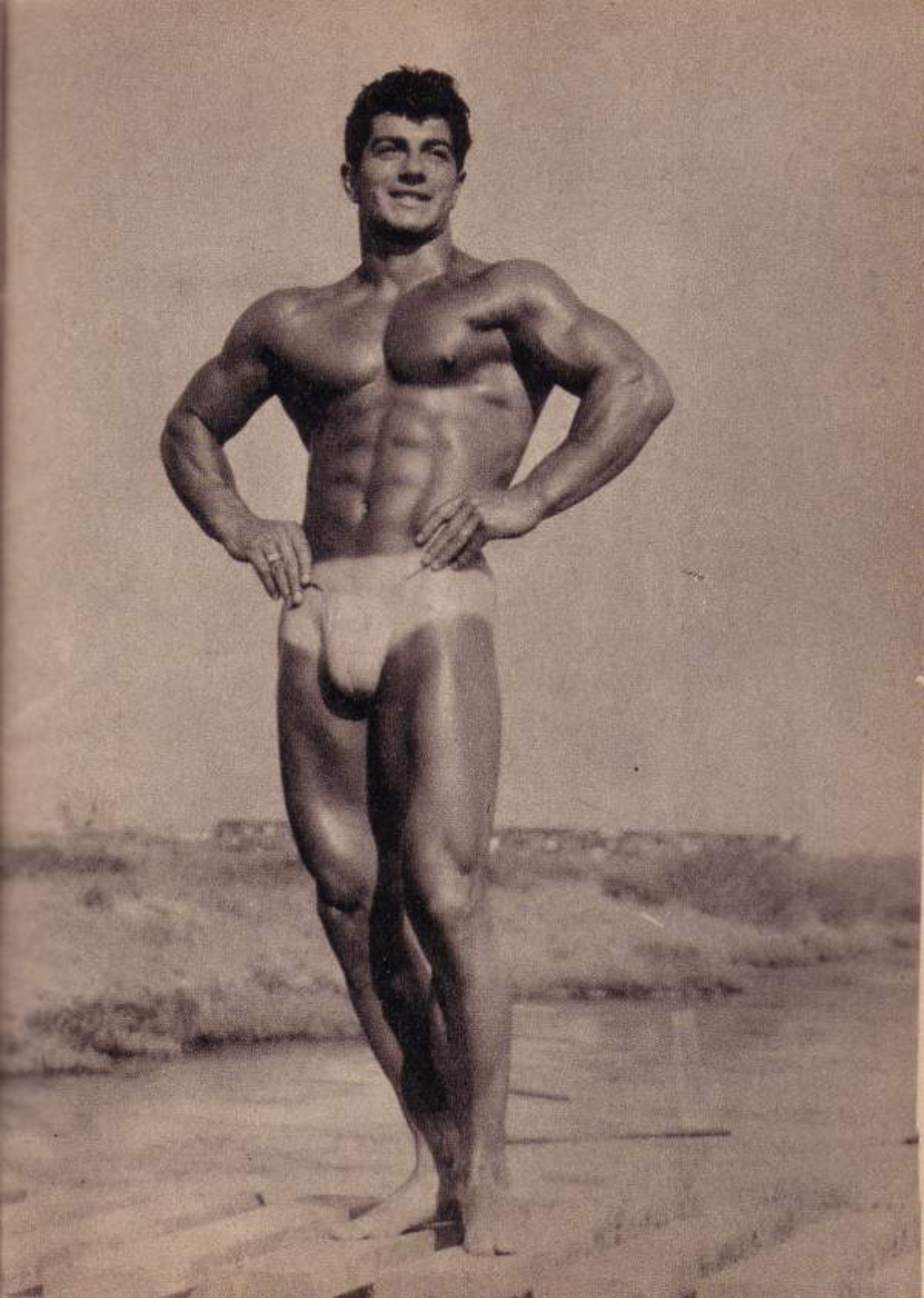
We like to think of Art Powers as having one of the most sensationally-built physiques of all time. Certainly he's never been surpassed for pure muscle (*Continued from Page* 48)

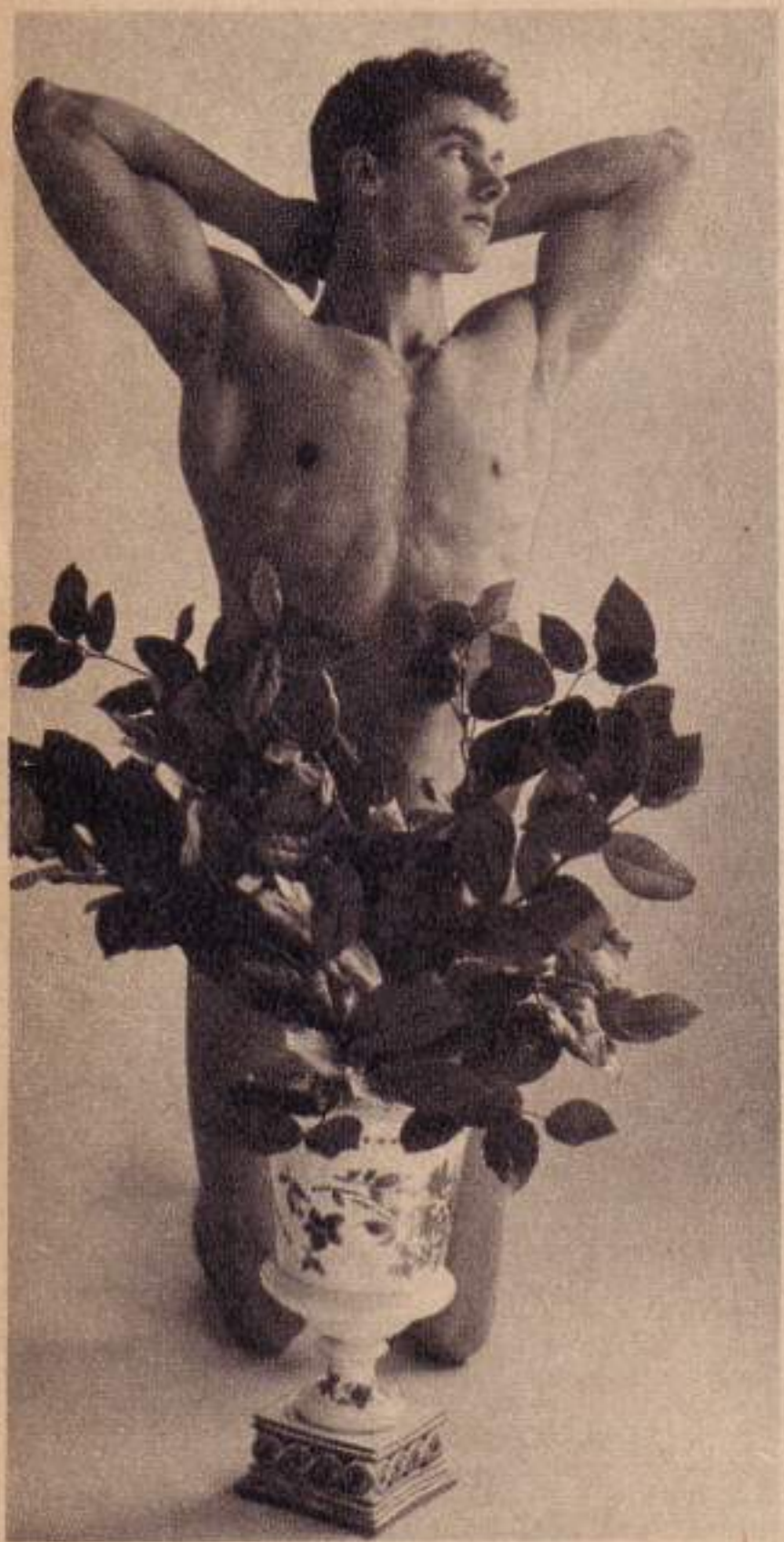


STATUE IN MOTION



IN SUMMER MEADOW





JACK BOWEN
by Vulcan Studio

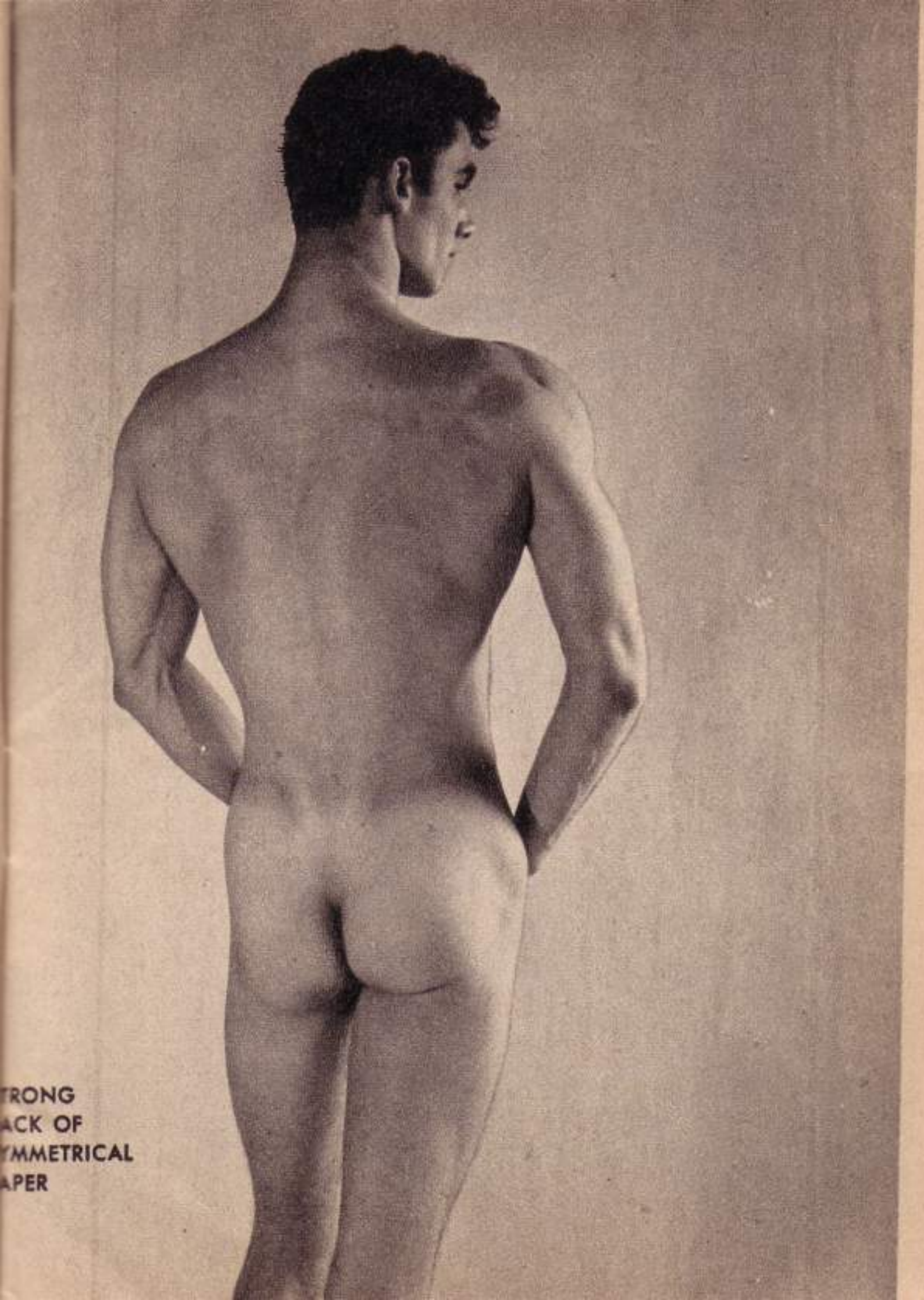
trapeze

From his new studio in sunny California Vulcan sends us photographs of a bright new star. He's Jack Bowen, a gent with long, clean lines of muscular symmetry and he got them the hard way.

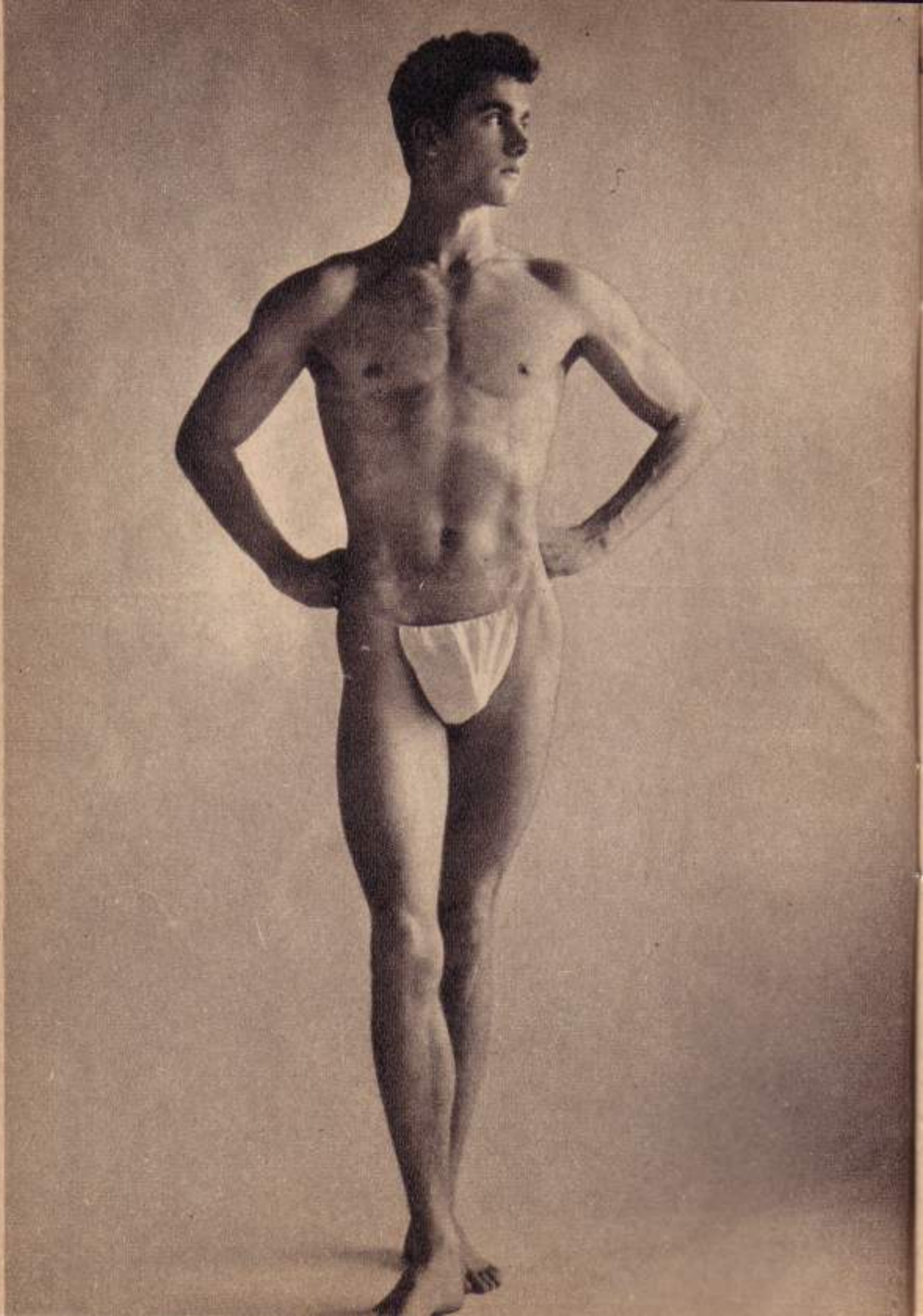
Jack's a famous acrobat — travels regularly with King Brothers circus. Many of the photographs sent us by Vulcan depict Jack as graceful of movement as a ballet dancer . . . this would be only natural since a trapeze artist is a kind of aerial dancer.

The statistics quoted by mighty Vulcan read: Age 23, height 6'1", weight 164. So much for statistics — they mean very little. What his photographs say is much more important. We're doing a little private guessing that no sooner than these pictures appear in print some lucky Hollywood talent scout is going to tap Jack Bowen on

(*Continued on Page* 48)

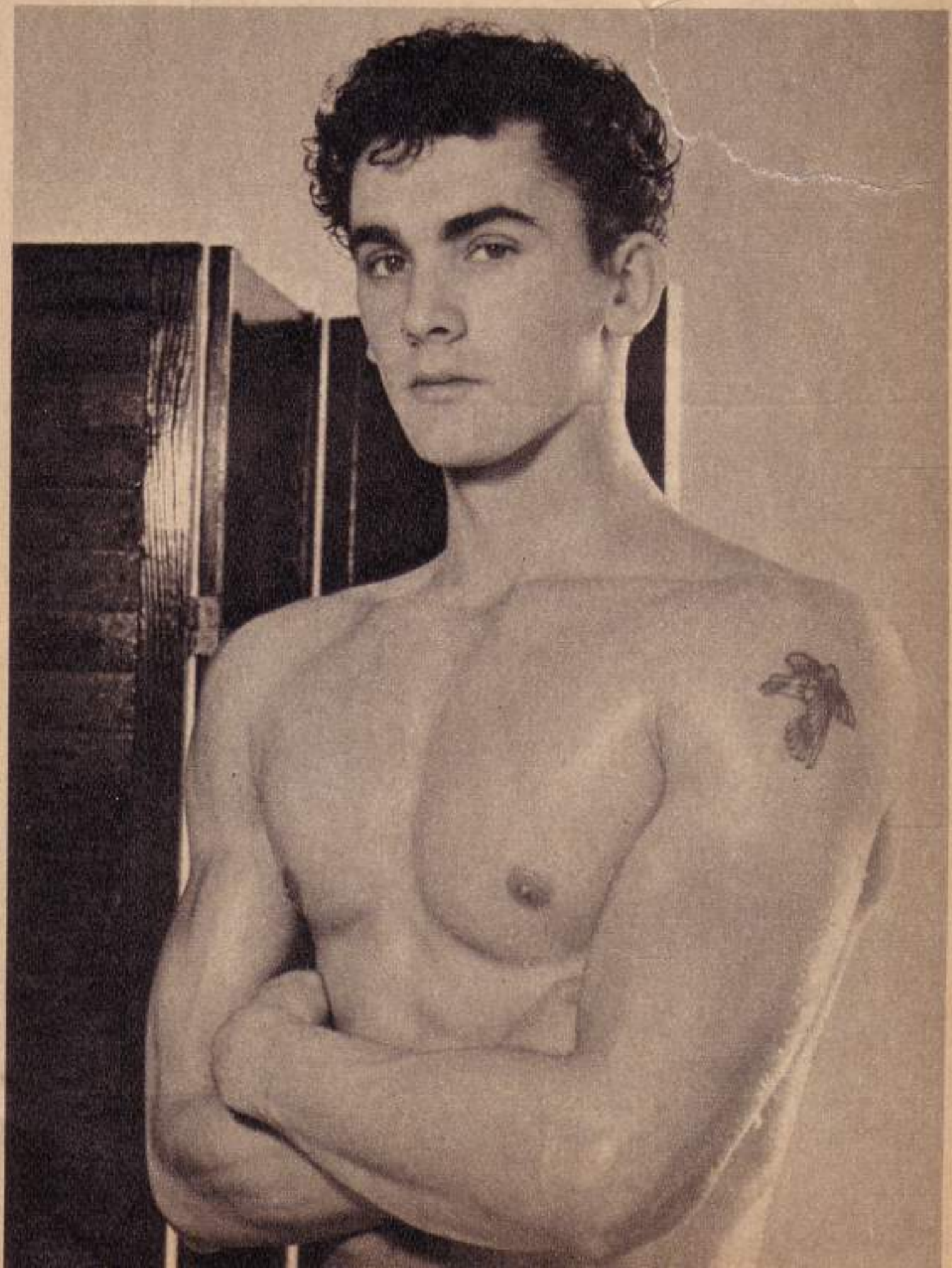


TRONG
ACK OF
YMMETRICAL
APER



UGGESTING GRACE OF MOVEMENT

"DARING YOUNG MAN OF THE FLYING TRAPEZE"



lookin' at LUIS

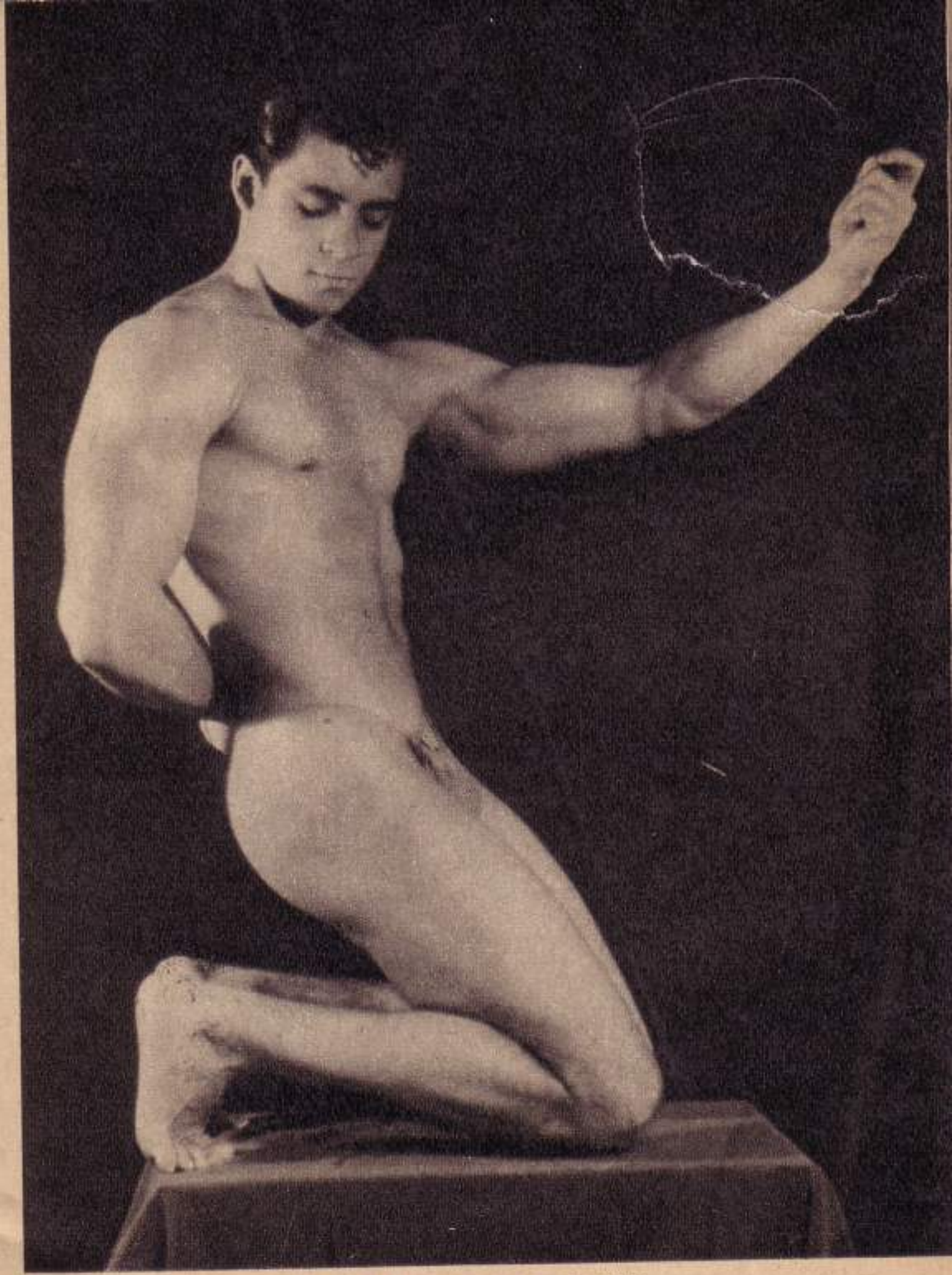
Whenever Charlie Rider phones us to say, "Come on over and sit a spell, I've got something great to show you," we know we're in for a treat.

Charlie is a real "rain-maker" type of guy. He seems to pull miracles right out of his hat. Sometimes I think he gets his photographs out of his hat, for I don't see how he can possibly get a model to pose in his tiny, tiny studio. Even a greased mouse would have difficulty in getting in. I suppose that's where art triumphs over adversity for Charlie Rider has given us some real treasures of physique photography created in that same tiny studio.

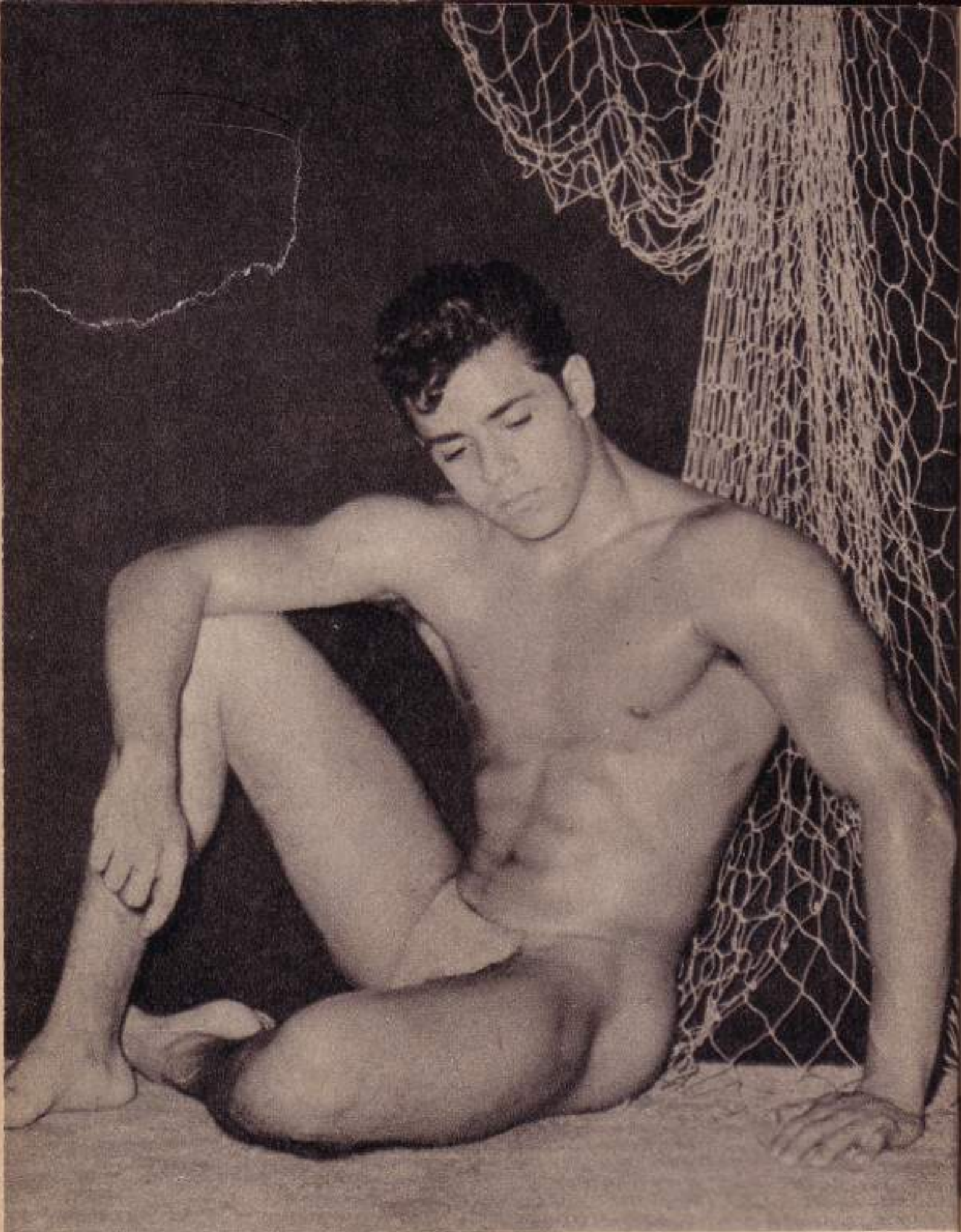
His first exhibition gave us Bennie Santiago, whom you

(*Continued on Page* 53)

LUIS CARILLO
by Charles Rider,
339 W. 71 Street, New York

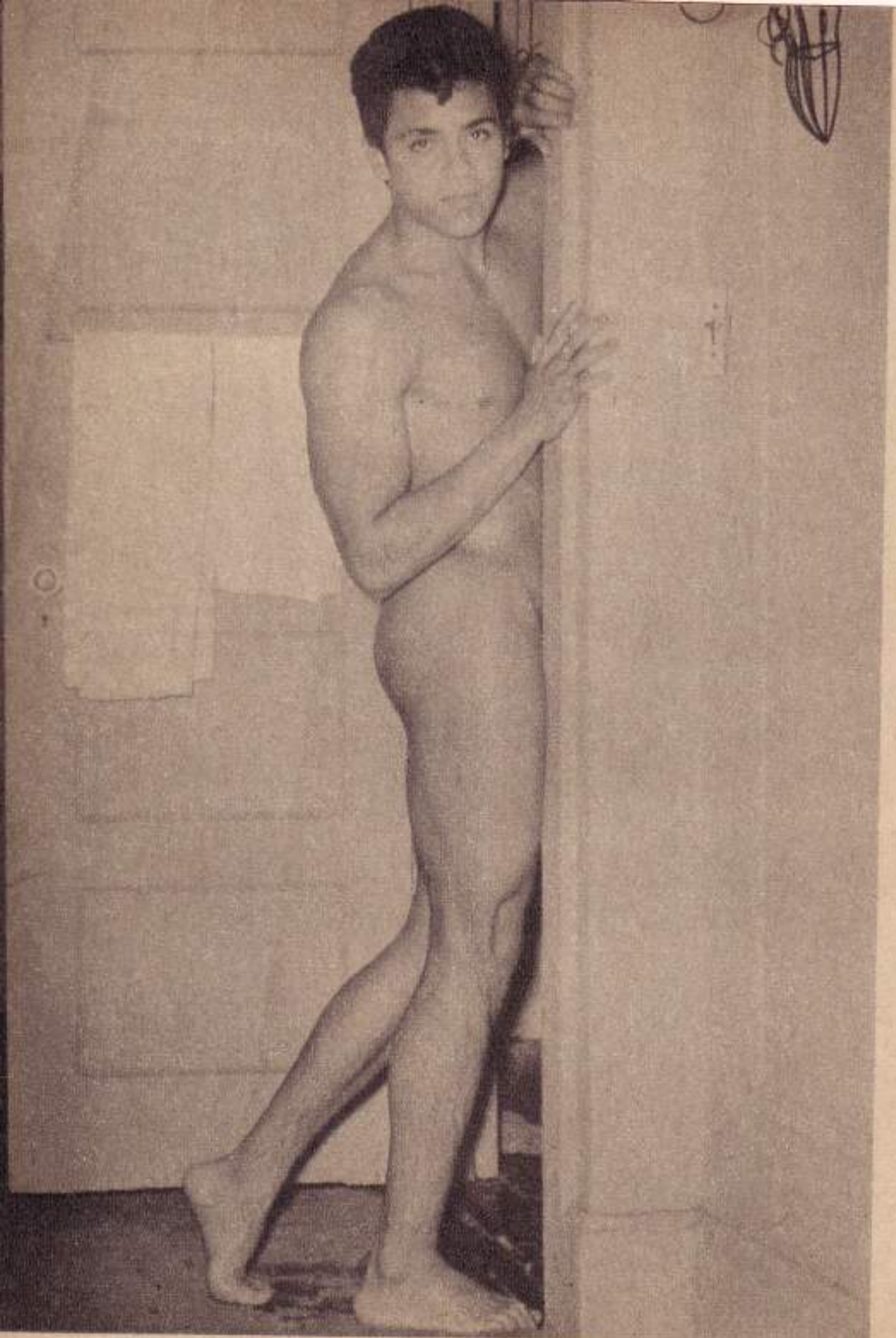


LUIS IS A POSING "NATURAL"



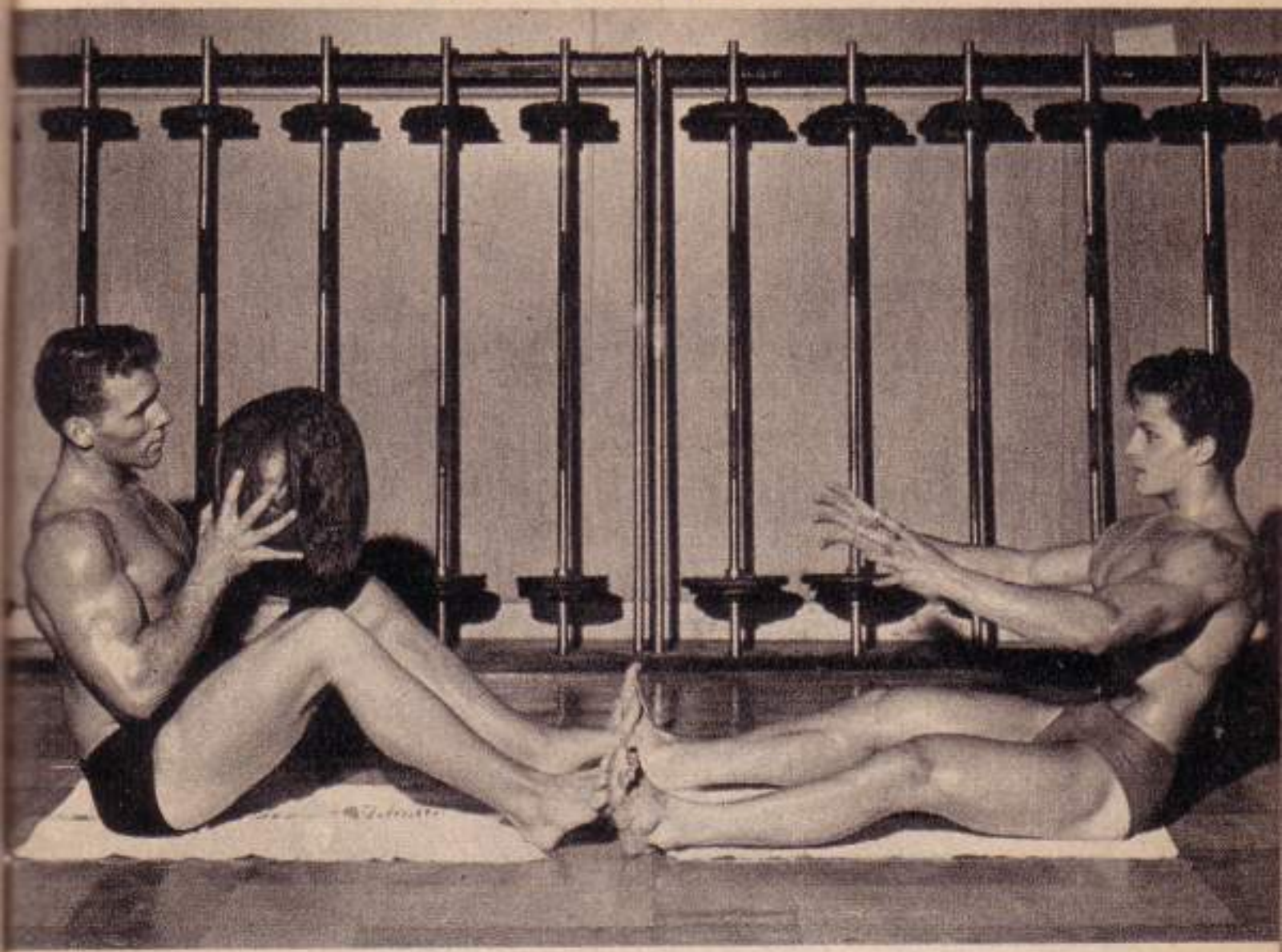
INDOOR MERMAN

"SAM, YOU MADE THE PANTS TOO TIGHT!"



"THAT'S ALL", SAYS CHARLIE, AND LUIS HEADS FOR THE SHOWER

FRIENDLY ENEMIES by Togof, 125 E. 39 Street, New York



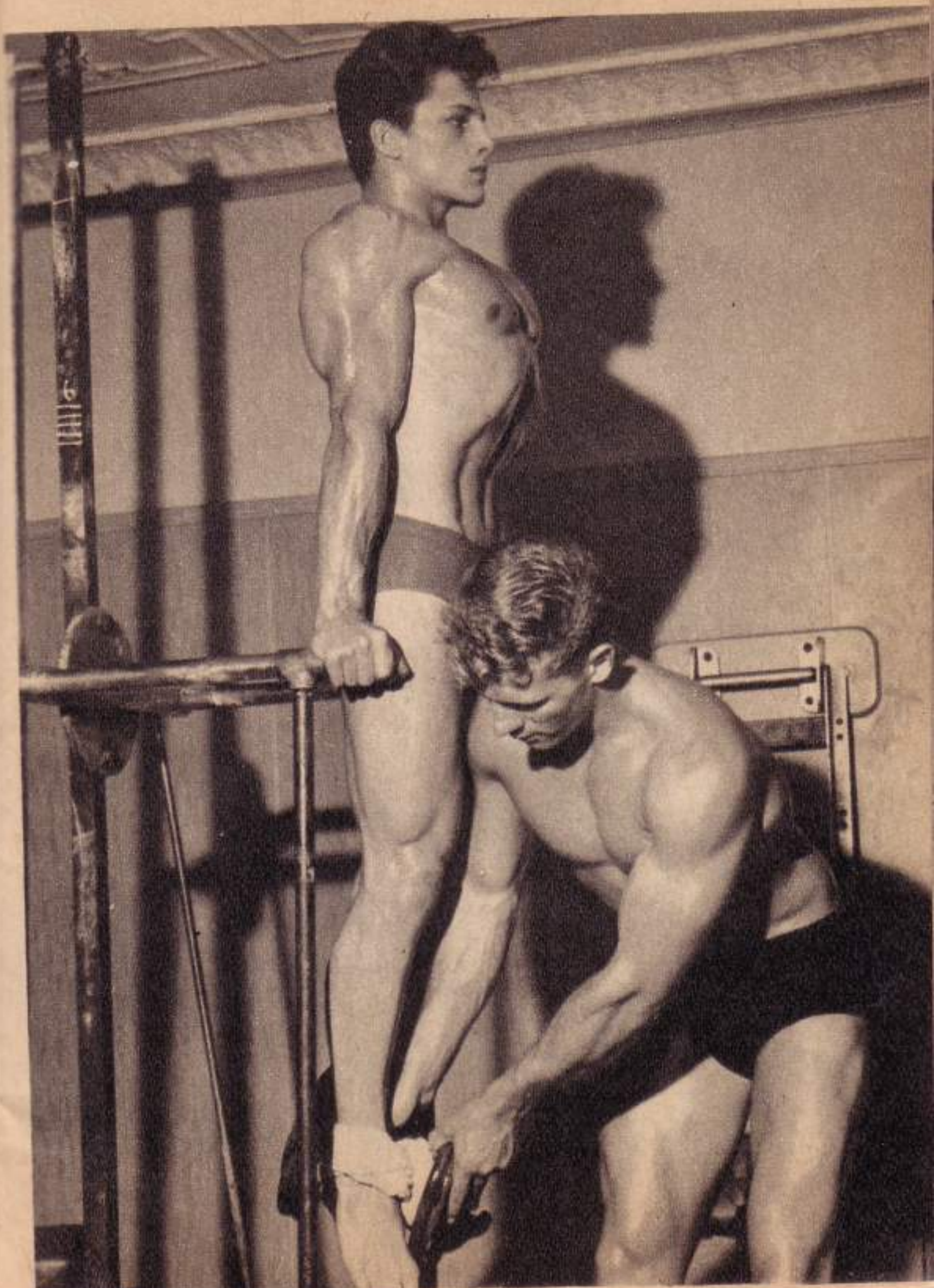
Friendly Enemies

No one could honestly say that Bob Hover and Buddy Basil are enemies—far from it. Actually they're the truest of true friends. It's just that when they work out together each tries to outdo the other. But even then the spirit of friendliness prevails for not only do they perform their exercises in tandem style, but one helps the other when help is needed.

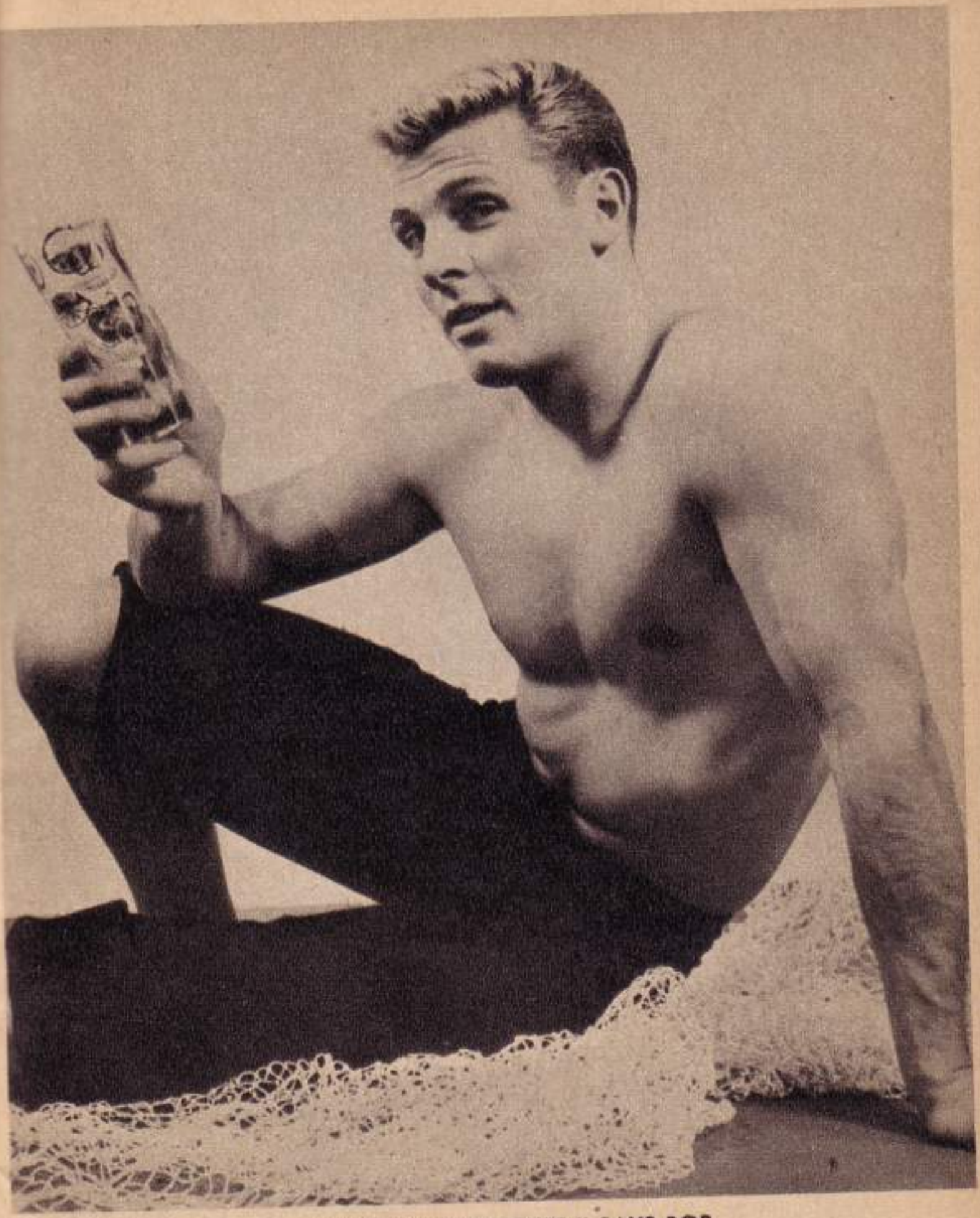
Take the dumbbell curl, for instance. You'll note that Bob and Buddy perform it simultaneously with one important difference. Buddy always uses the heaviest weight he can handle—he works for bulk and power. (*Continued on Page* 60)

TANDEM CURLING BY BOB AND BUDDY

BOB ADDS WEIGHT JUST TO MAKE IT TOUGHER

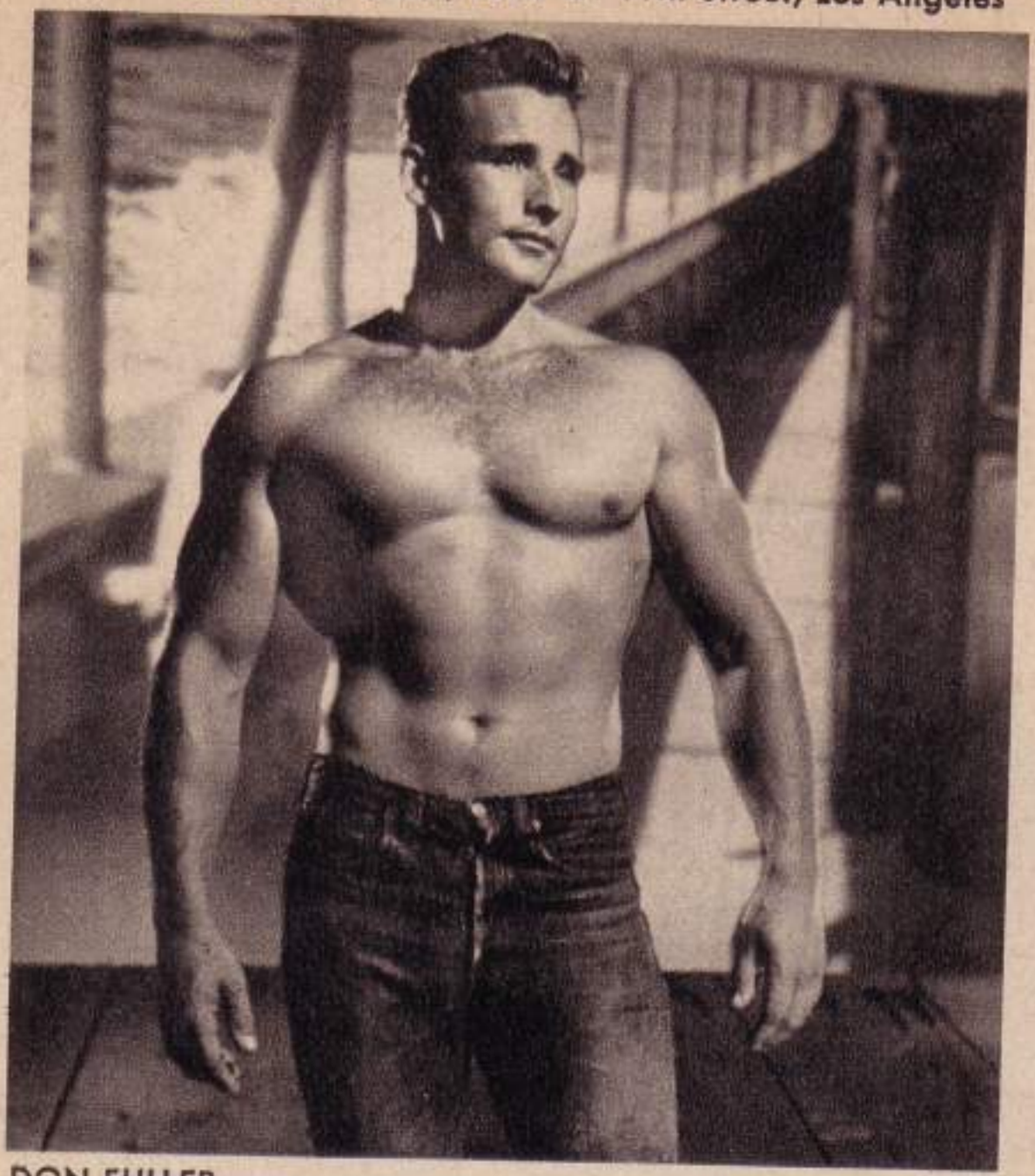


AFTER THE WORKOUT A LITTLE HORSEPLAY



"PRETTY GOOD STUFF," SAYS BOB

by Athletic Model Guild, 1834 W. 11th Street, Los Angeles



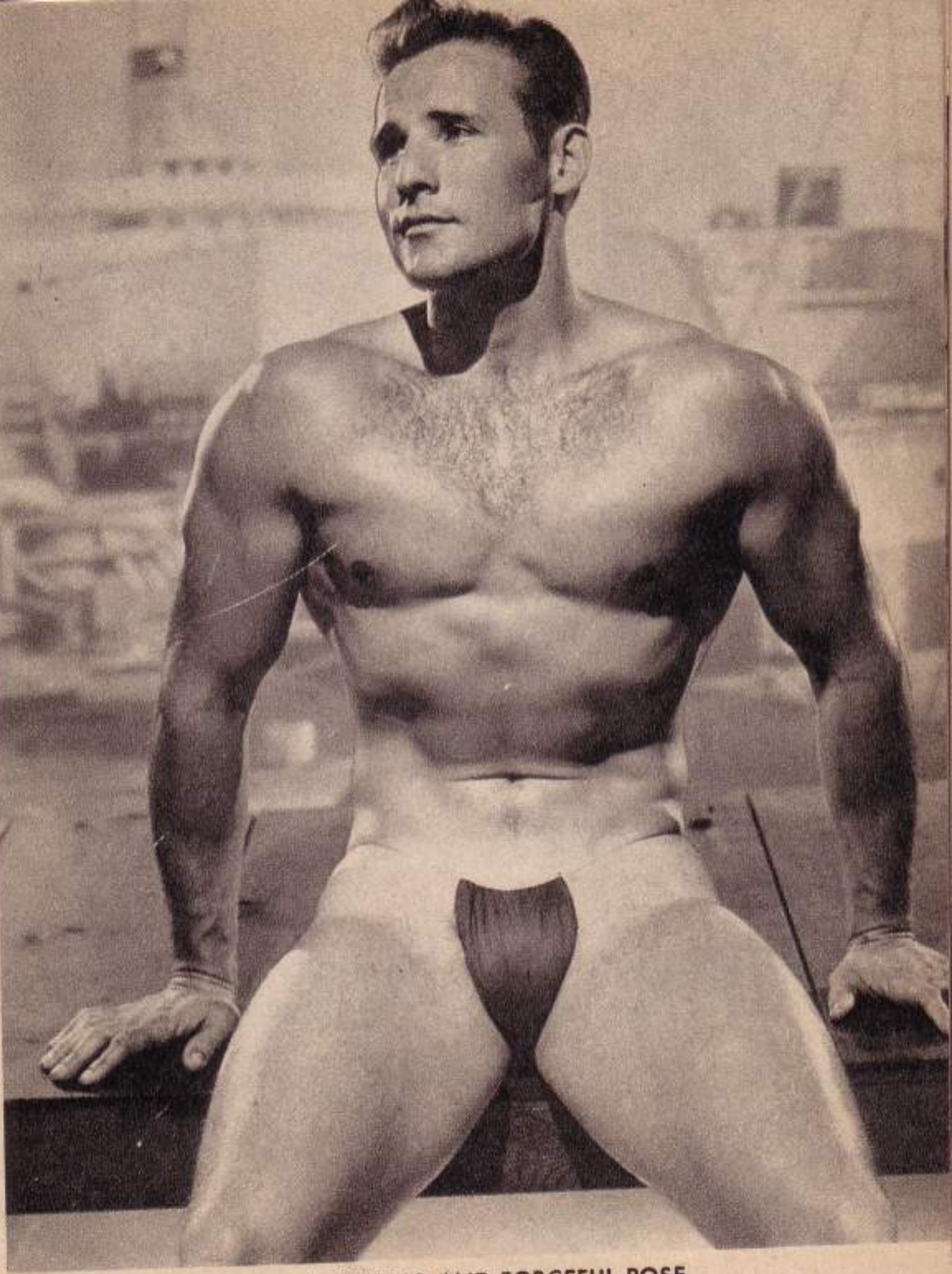
DON FULLER

Dungaree Don

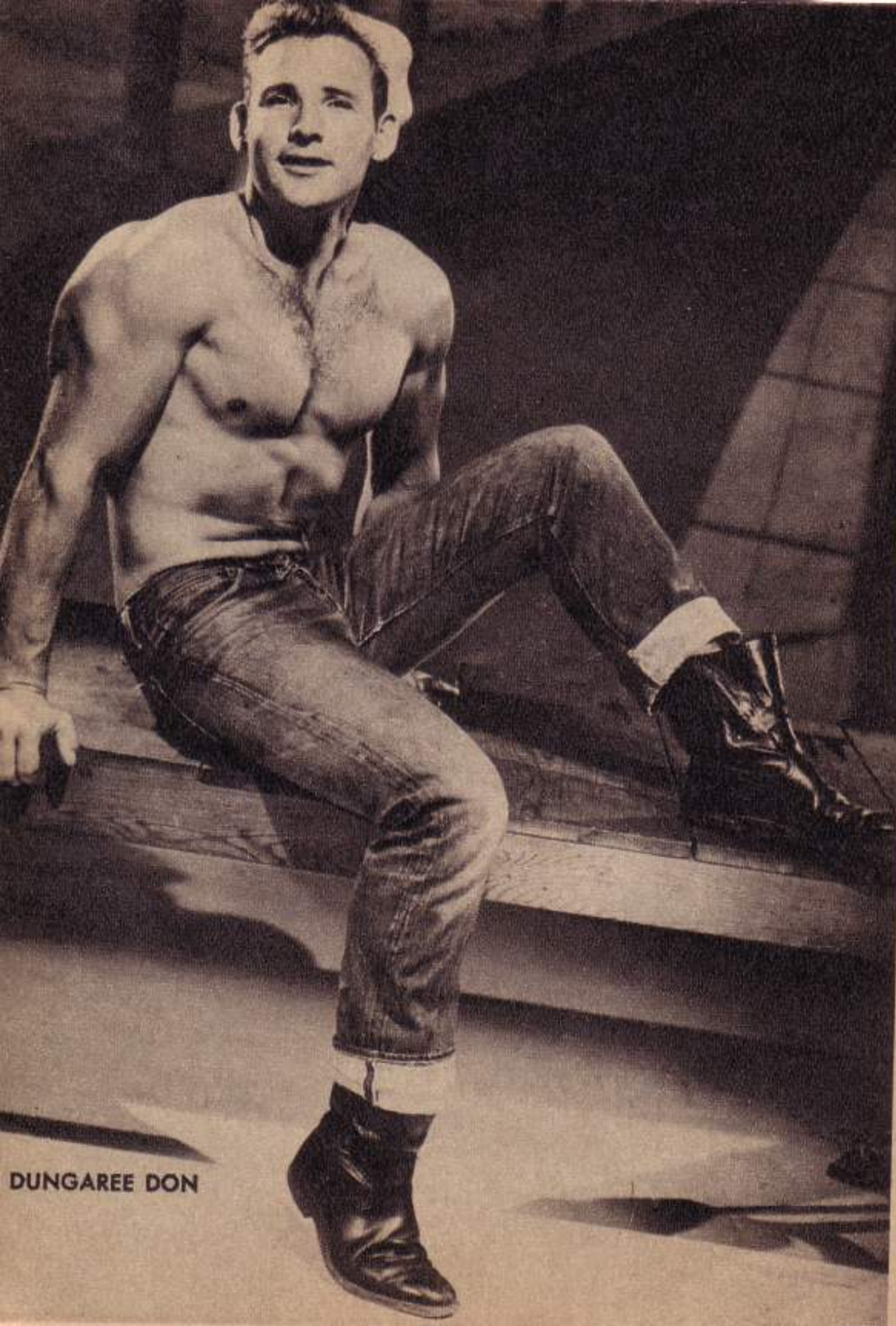
"They say" you can't have too much of a good thing and I hope "they're" right, for in the case of Don Fuller this ruggedly-built model has been photographed by *no less than five* of our leading photographers.

Well, physique-wise there's an awful lot of Fuller, and with the tremendous supply of his photographs on hand you'll probably be seeing him when you're old and grey, daddy-o.

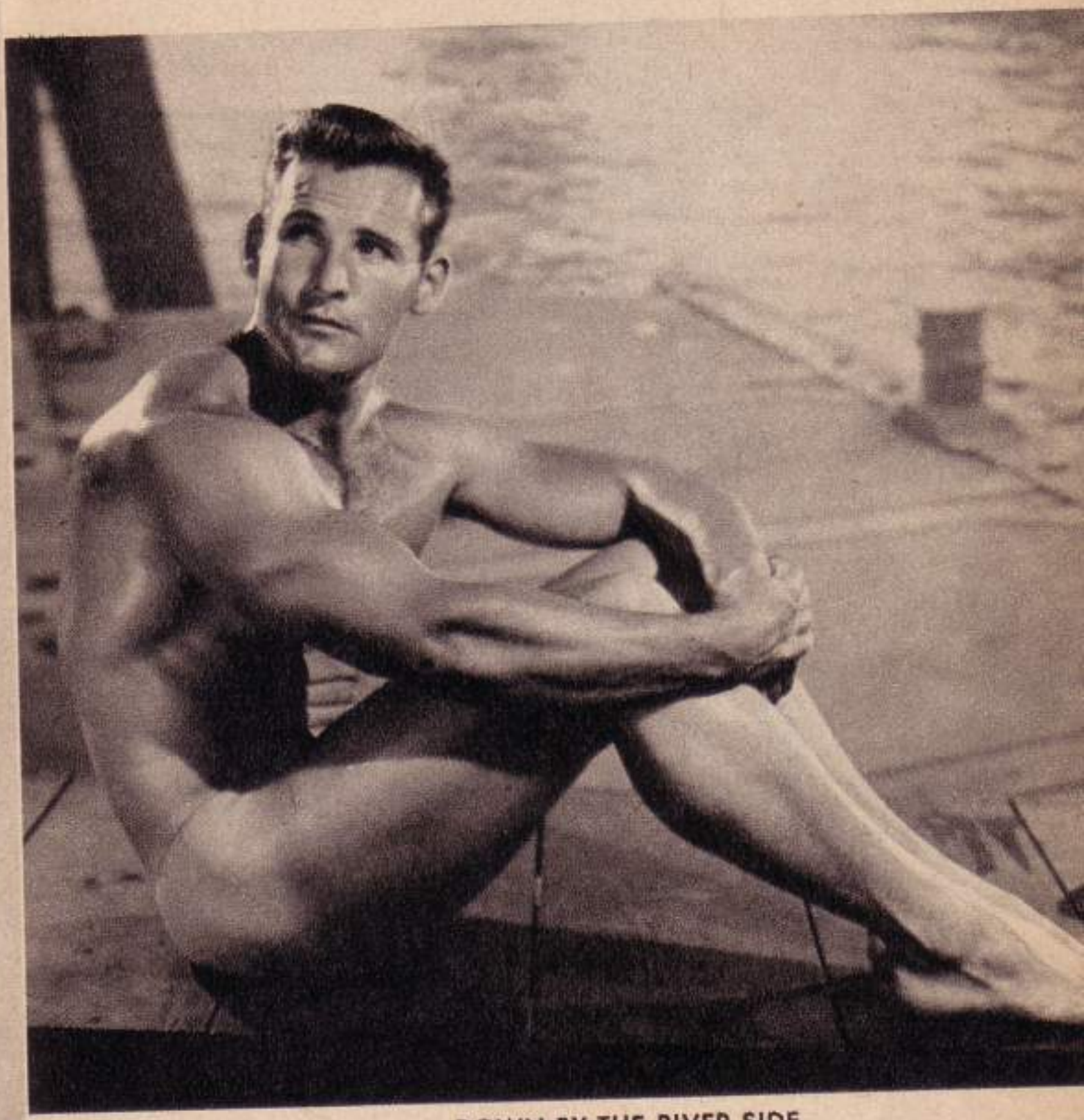
(*Continued on Page* 58)



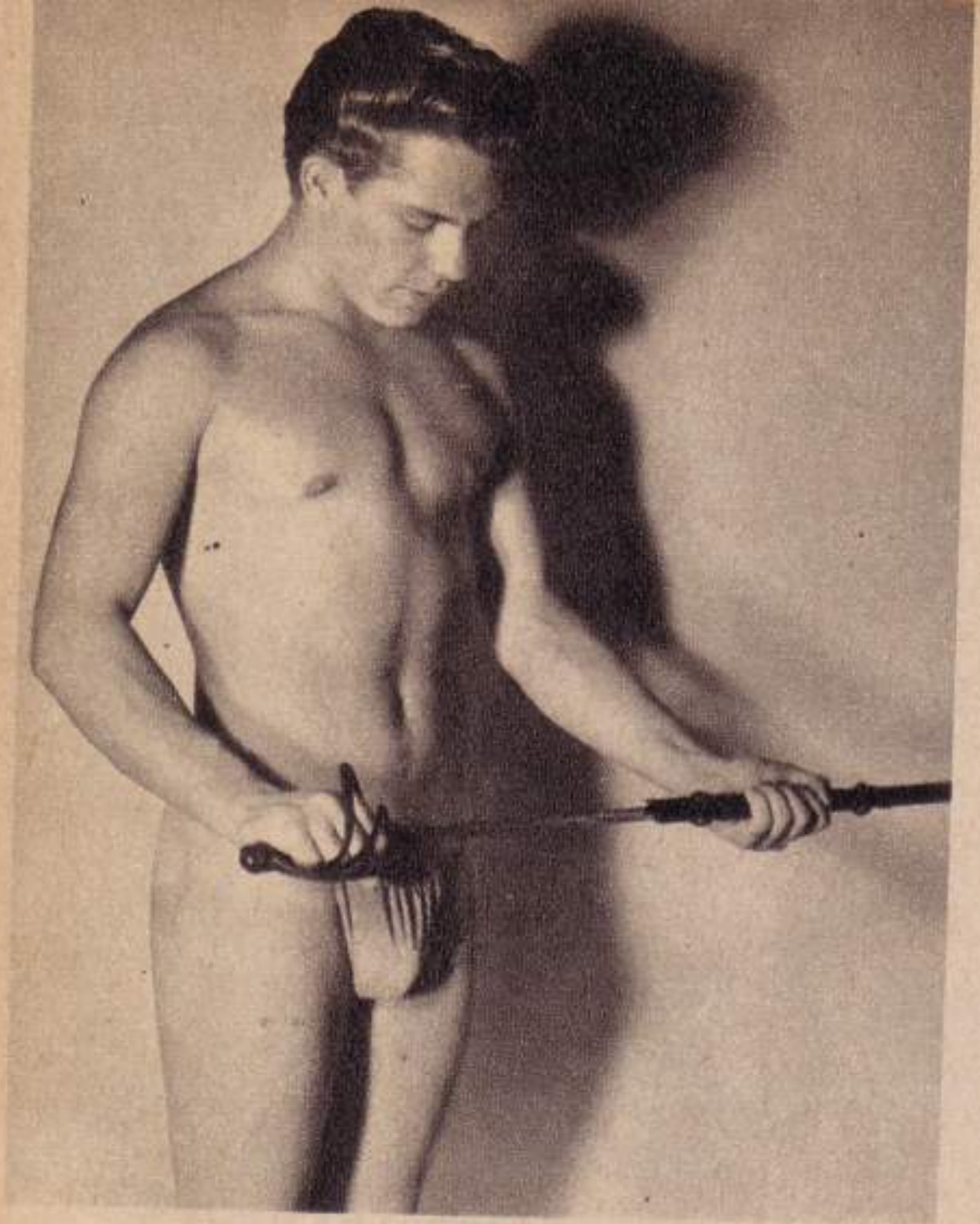
A STRONG AND FORCEFUL POSE



DUNGAREE DON



DOWN BY THE RIVER SIDE



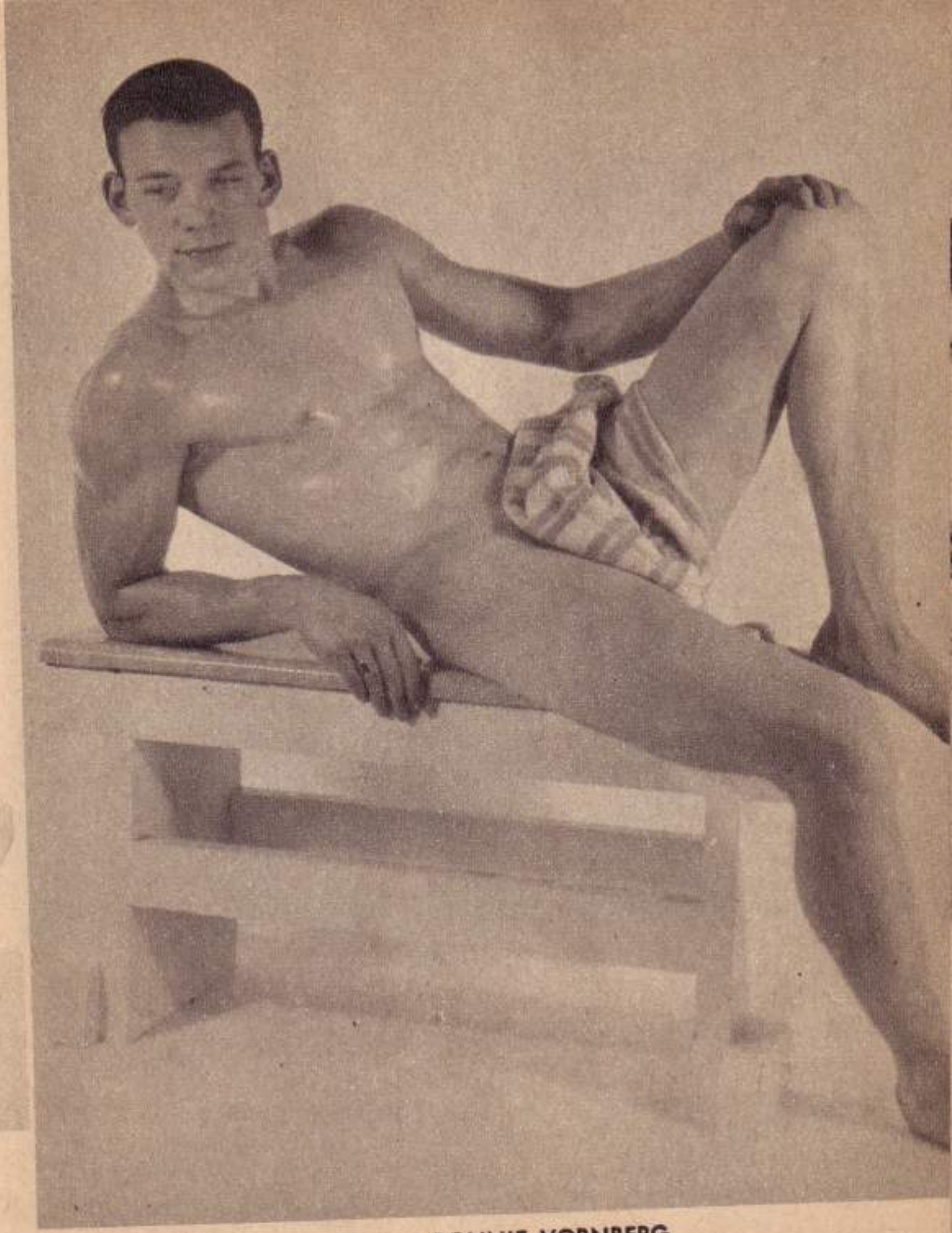
TOM NAPIER by Spectrum

Sextet from Spectrum

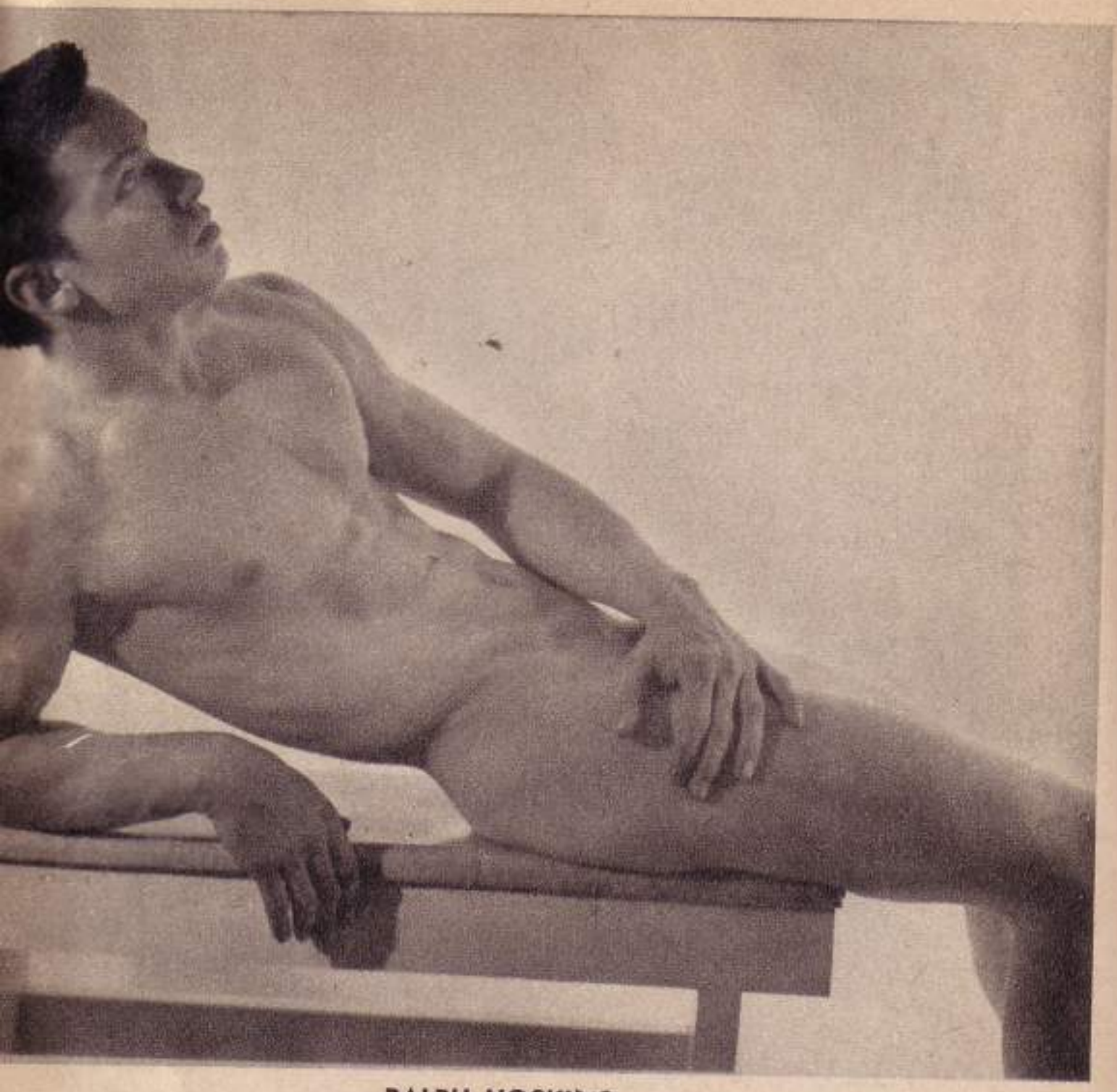
One of the busiest photographers of the day is Spectrum, Box 35, Station E, Cincinnati. He's a veritable "Old Faithful" to us, never a month passing that he doesn't send us some exceptional models.

Most of our contributing photographers permit us the luxury of doing a complete feature on a few select models, while Spectrum prefers to send us single shots of several models. To the great number of you who have written us asking why

(*Continued on Page* 28)



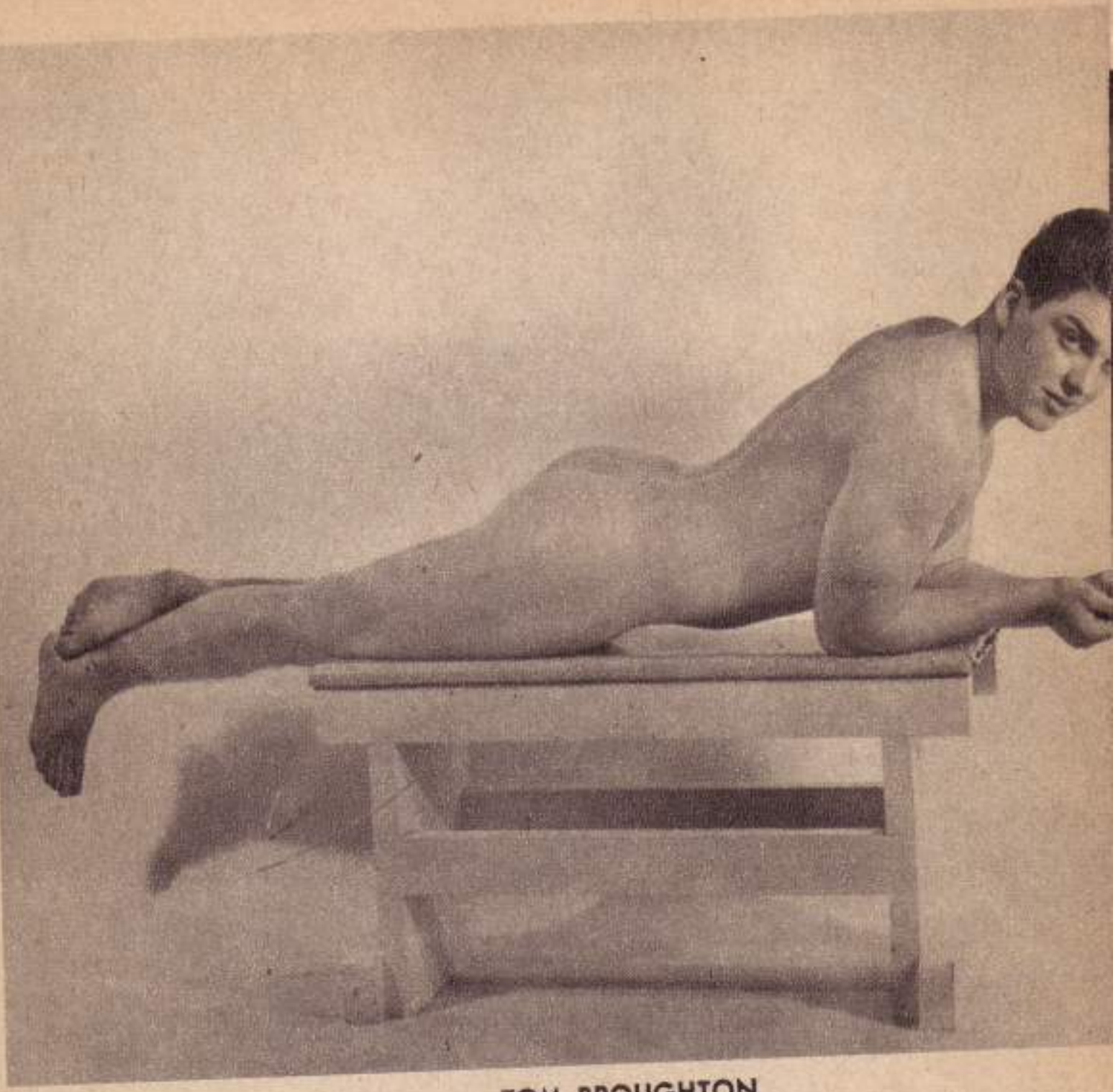
RONNIE VORNBERG



RALPH HOSKINS

we don't follow the former procedure with Spectrum this is the answer.

Each of the young models you see here is individually excellent and presumably Spectrum regards each of the poses he sends in as being indicative of their best work. So if some particular bodybuilder seems singularly appealing to you (and

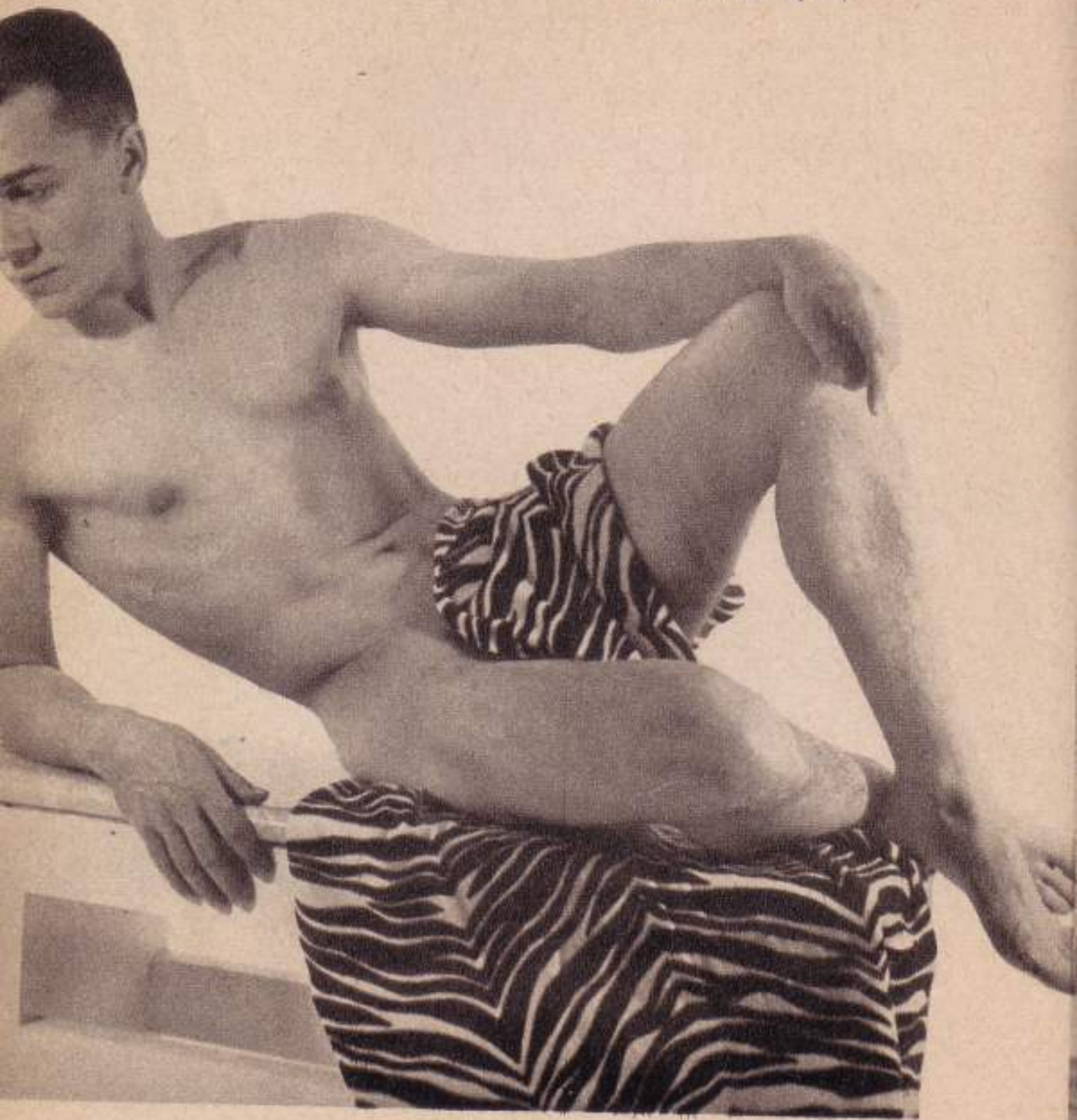


TOM BROUGHTON

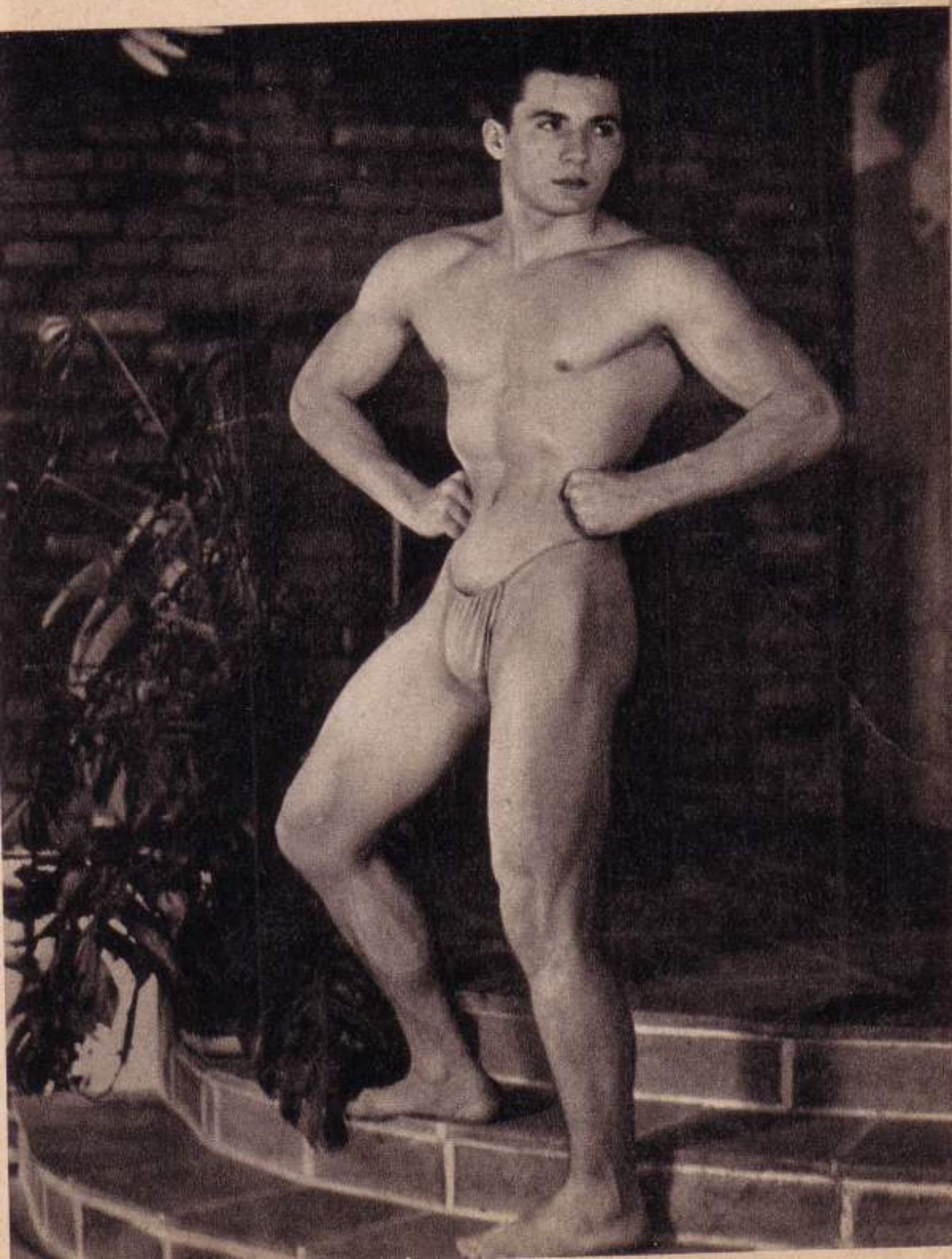
we hope you like them all) you may write Spectrum—he has lots of fine photographs of each.

The models are: Tom Napier, Ronnie Vornberg, Ralph Hoskins, Tom Broughton, John Rehr, Jr. and . . . whoa! . . . what's he doin' here? . . . gosh, if it isn't our ol' buddy, Steve Wengryn! How'd you ever get down to Cincinnati, Steve?

JOHN REHR, Jr.



STEVE WENGRYN



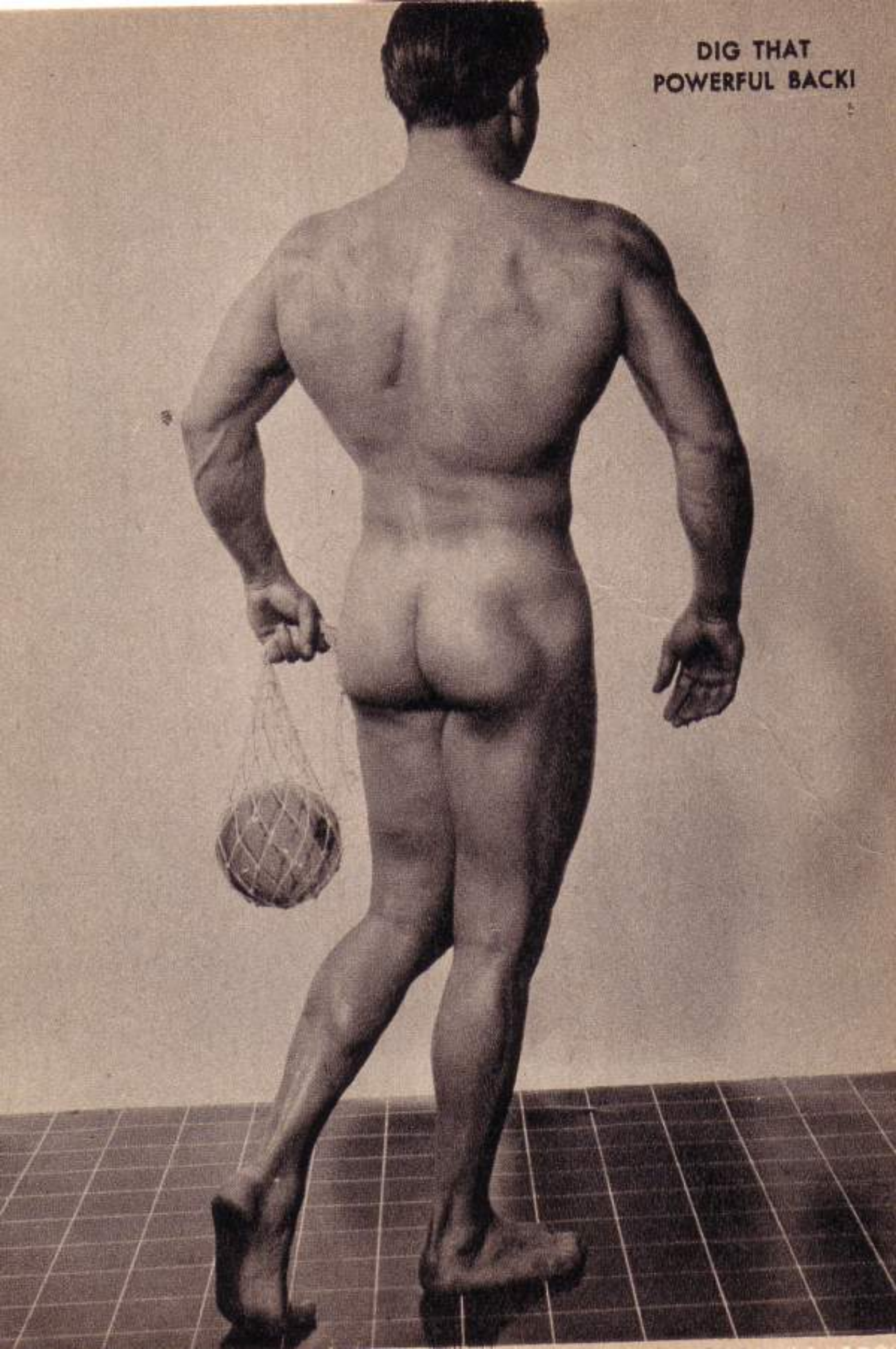
the house that Jack built

Stacked is the word for Jack!! Did you ever see such wonderful muscle density and such harmony of proportion in one model? Bruce has really surprised us this month. We are used to fine models and fine work from him but this boy is one for the books.

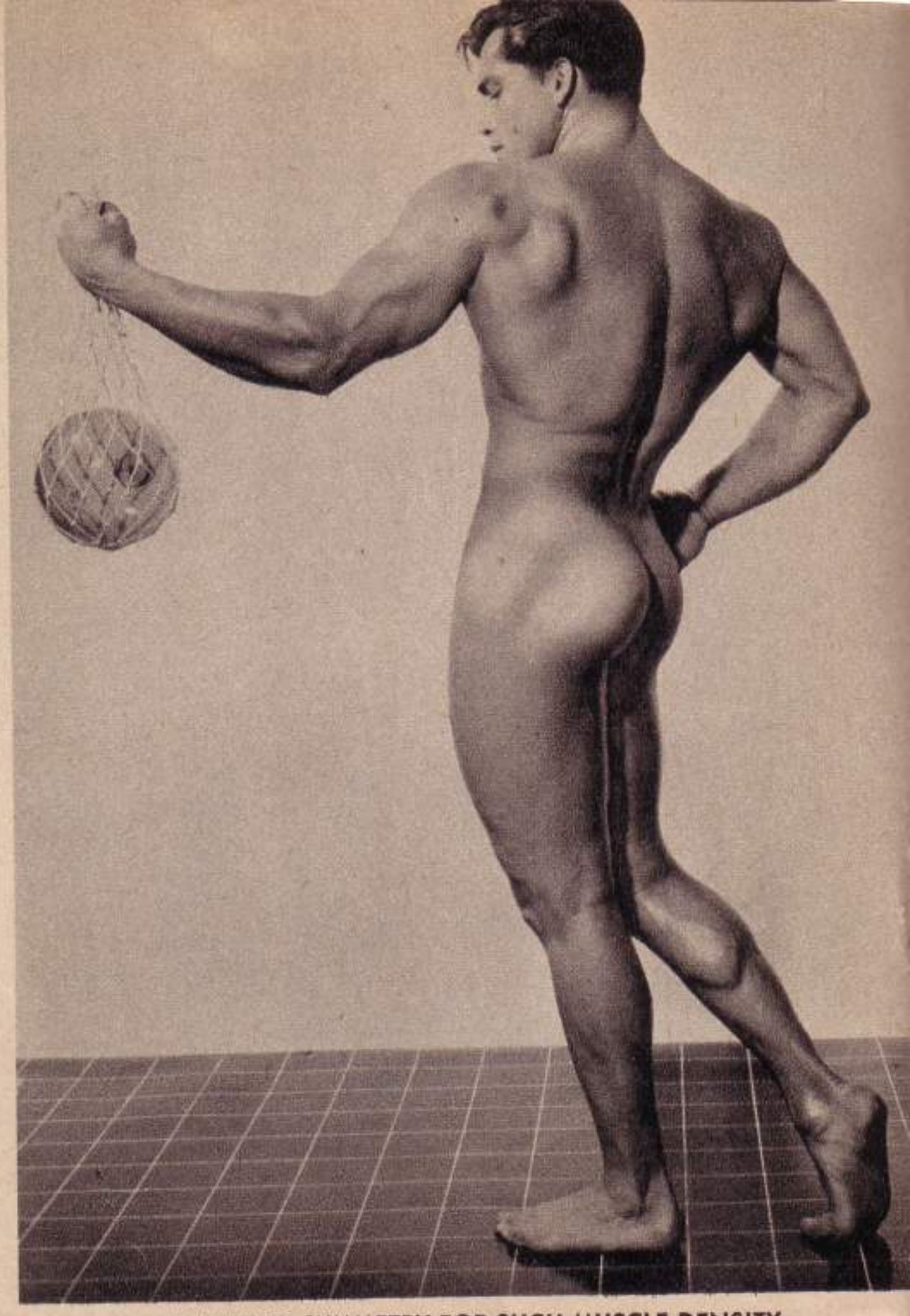
Jack Harte is 21, stands 5'10" and all that muscle you see on him adds up to a hefty 200 pounds, and it's all in the right places. While in the navy Jack took up boxing, but since leaving the service he has gone in for bodybuilding in a big way. Even in high school he was physical culture minded, coming out for football in which he was a star guard.

(*Continued on Page* 57)

JACK HARTE by Bruce,
Box 75305 Sanford Station,
Los Angeles


DIG THAT
POWERFUL BACK!

A STUDY IN MALE DYNAMISM



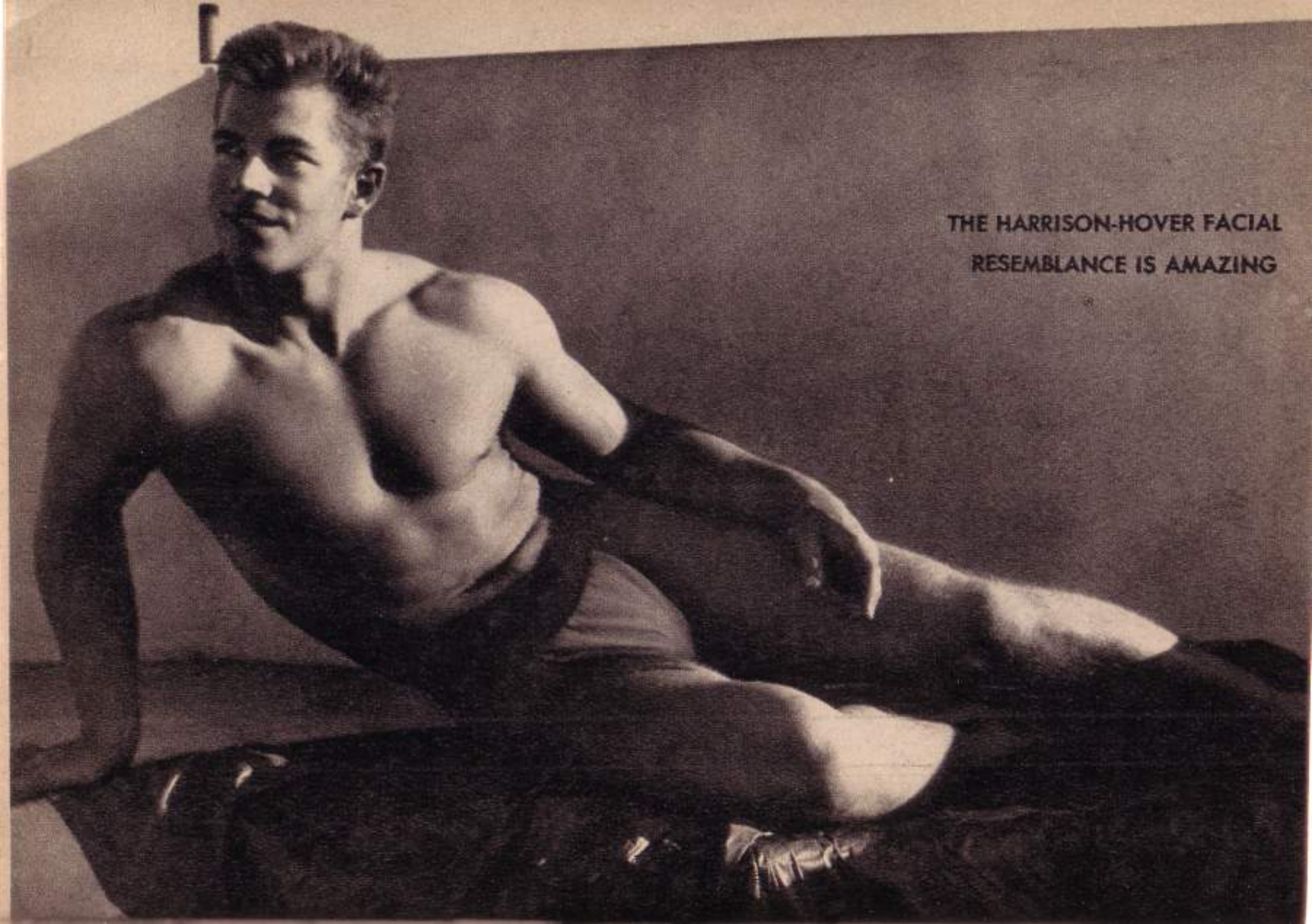
AMAZING SYMMETRY FOR SUCH MUSCLE DENSITY

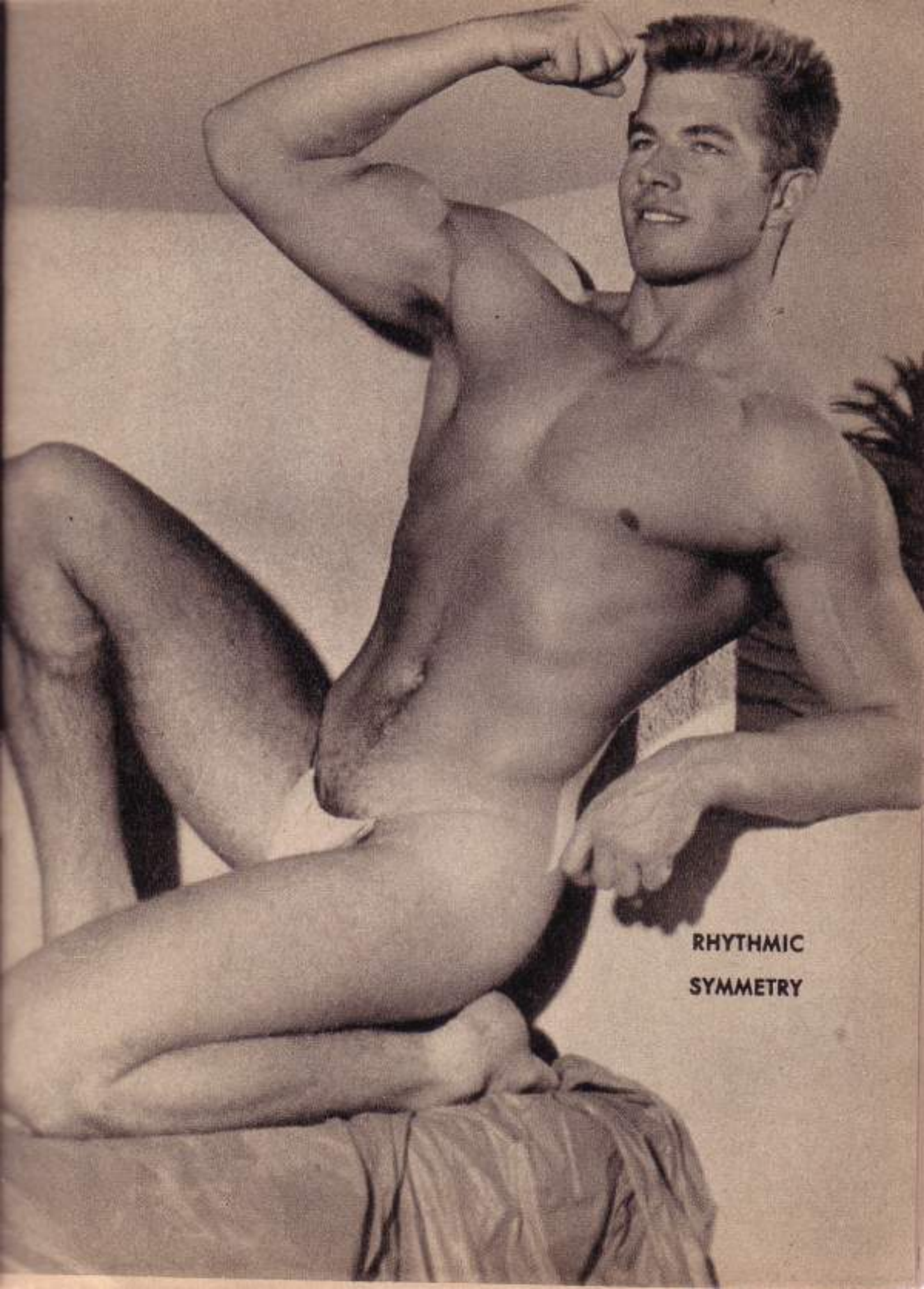
DICK HARRISON
by Kris Studio,
Box 1251, Chicago 90.

Move Over Mr. Hover!

Now don't get us wrong—we're not selling our good friend Bob short. Not for an instant. It's just a little shock treatment we're using to point up the amazing facial resemblance of Handsome Harrison to Handsome Hover.

If you'll turn to page 17 *et seq.*, you'll be able to determine for yourself how uncanny is their facial similarity. Seldom do we come across coincidental features—true there are many bodybuilders who are look-alikes (*Continued on Page* 54)


THE HARRISON-HOVER FACIAL
RESEMBLANCE IS AMAZING


RHYTHMIC
SYMMETRY

LINEAR PROPORTION *PAR EXCELLENCE*

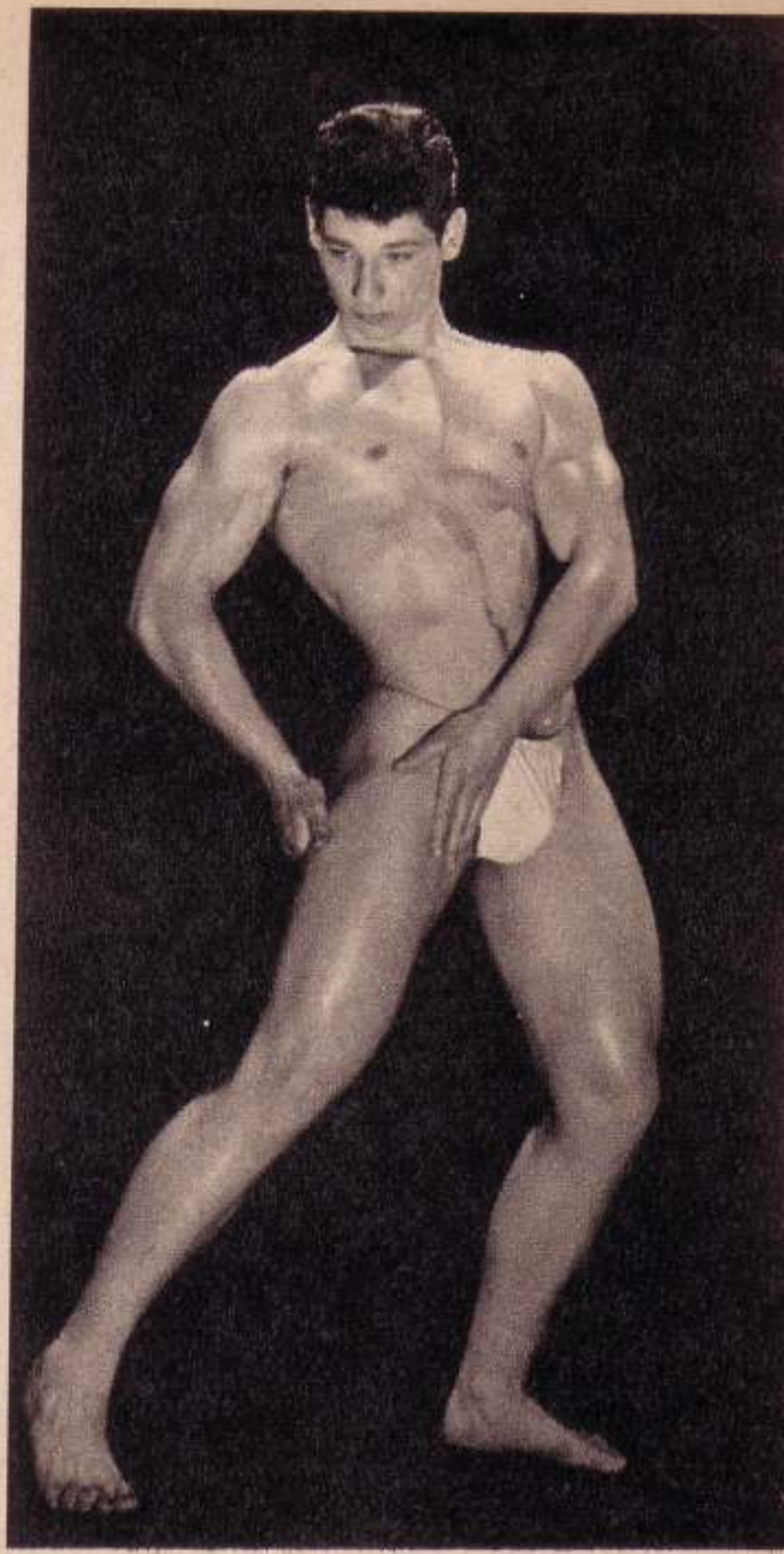
When we were very very young

This month our gallery is made up of young bodybuilders upon whom the blush of youth is at its rosiest. All of them are in their early teens — all of them tyros in the art of bodybuilding.

It is and has ever been the purpose of these publications to encourage an early interest in weight-training, to show the gradual progress of these youthful bodybuilders in the hope that others may be inspired to emulate their example.

Leading off our youth parade is Charles Bongiorno, 16 years old, who has

(*Continued on Page* 42)



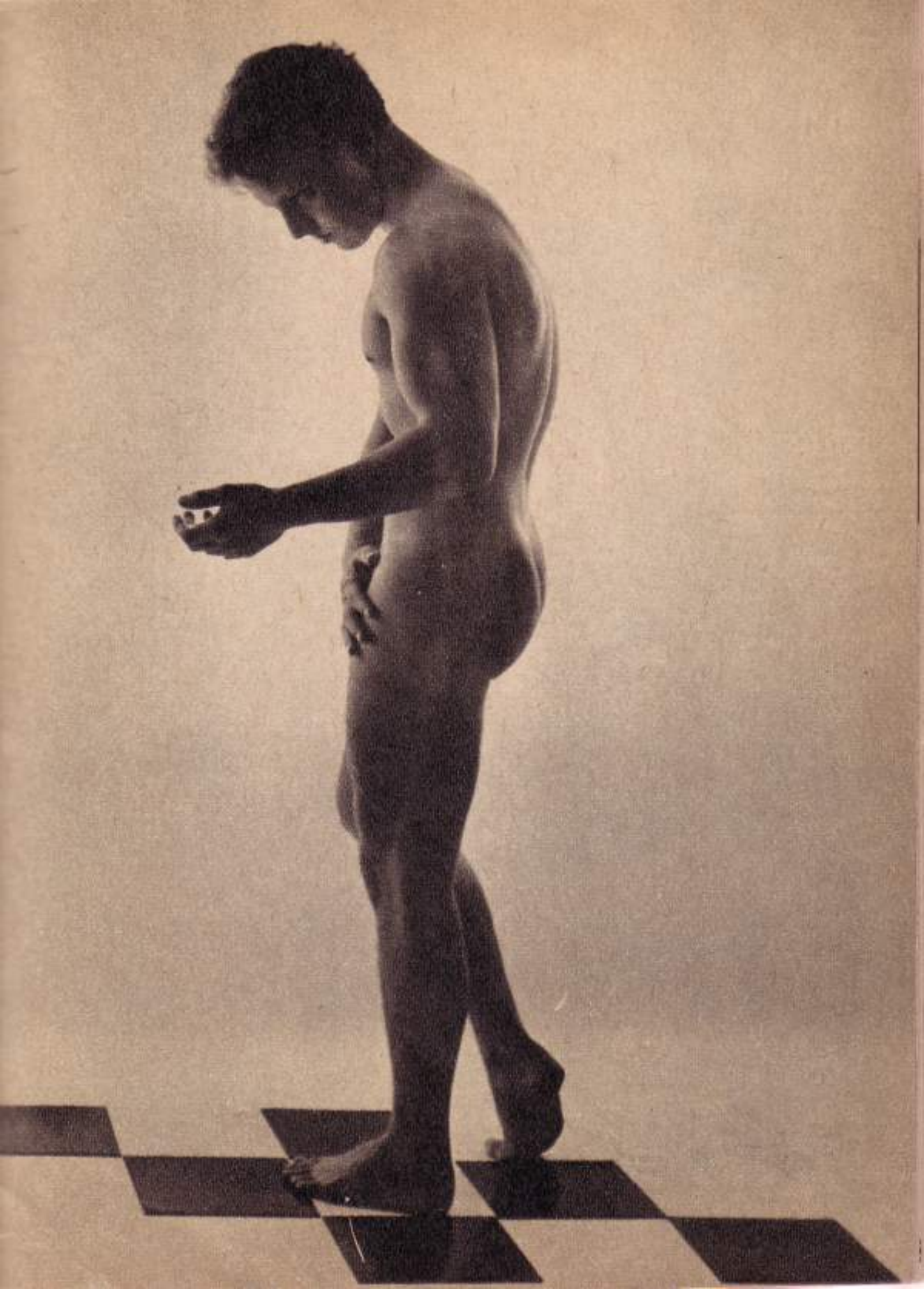
CHARLES BONGIORNO
by Jack Sidney
"And a happy good day to you, sir!"

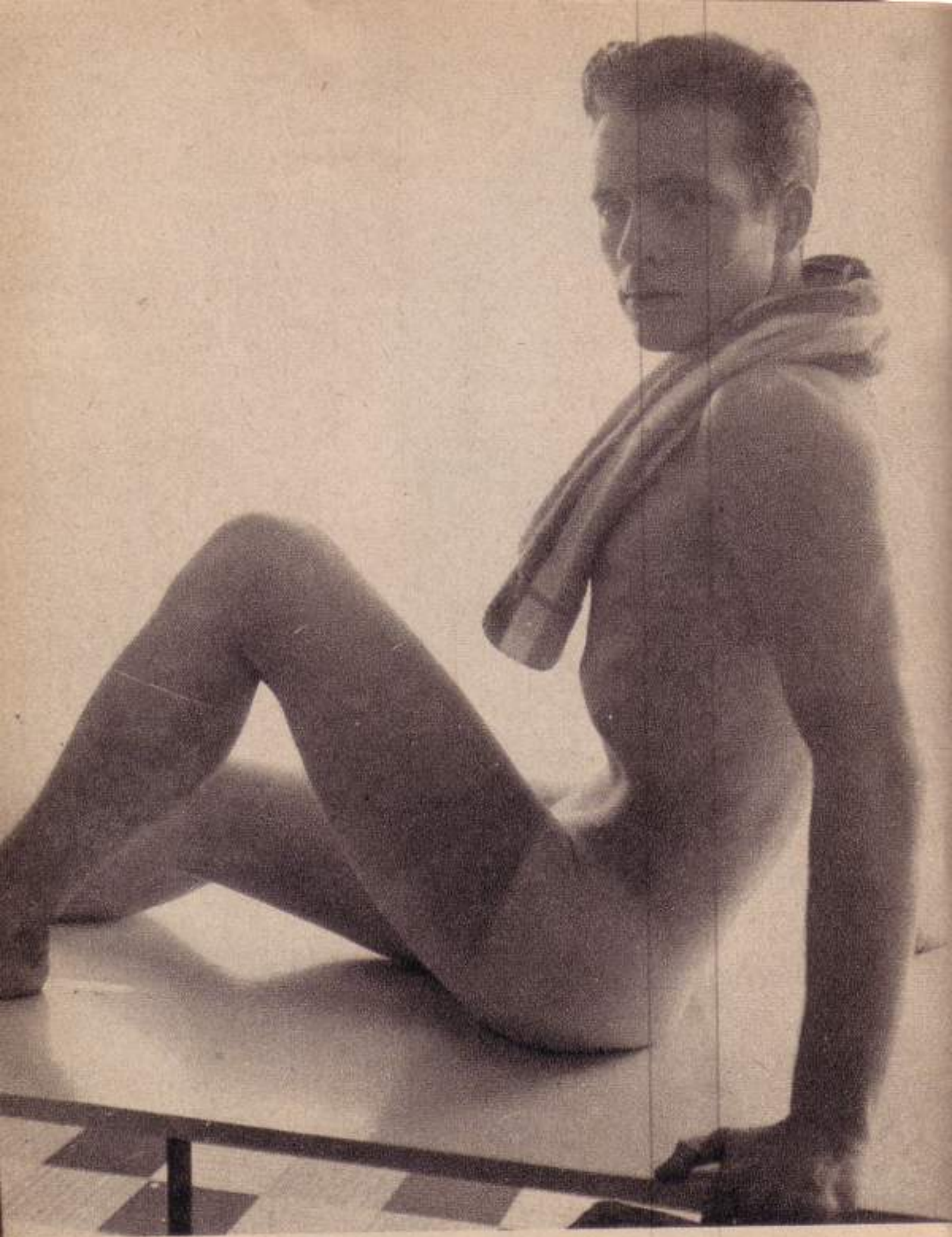
TONY SIEBEL by Vulcan Studio
Was anyone ever so young?

already developed an enviable physique. Tall, and possessed of a naturally wide frame, in a few short years Charles will be a physique star to be reckoned with. The photographer is Jack Sidney, P. O. Box 97, Williamsburg Station, Brooklyn 11, N. Y. Jack offers a series of photographs of Bongiorno in both black and white and 35mm color slides.

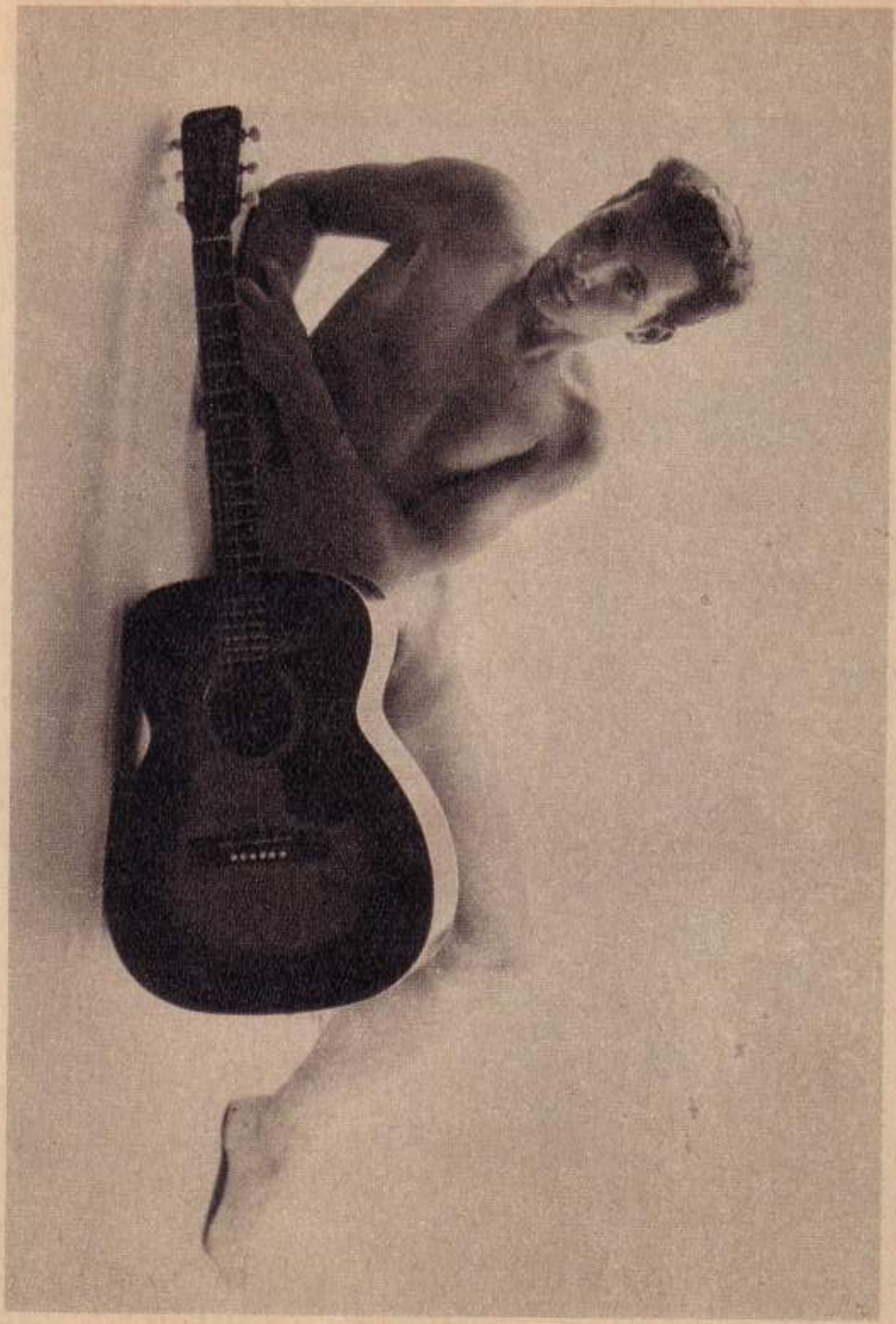
From Vulcan Studio, 706 North La Cienega Boulevard, Hollywood 46, California we have three models beautifully and softly photographed by that creative lensman. They are Tony (*Continued on Page* 50)

WOLF SAMAY by Vulcan Studio
Who looks more like a lamb than a wolf.



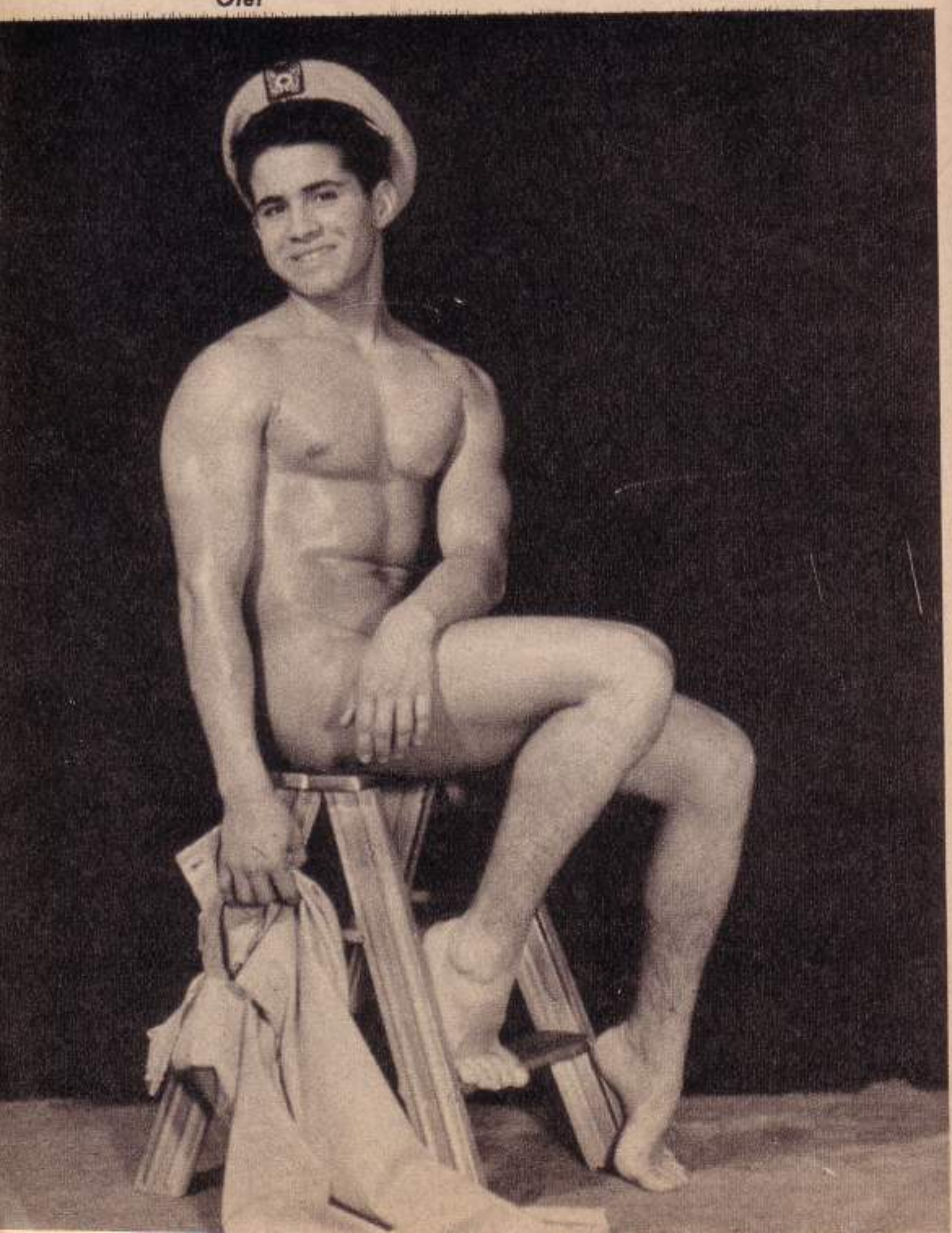


TRISTAN ROHR by Vulcan



TRISTAN, THE "BALLADEER"

SAMMY MUNOZ by Charles Rider
Ole!



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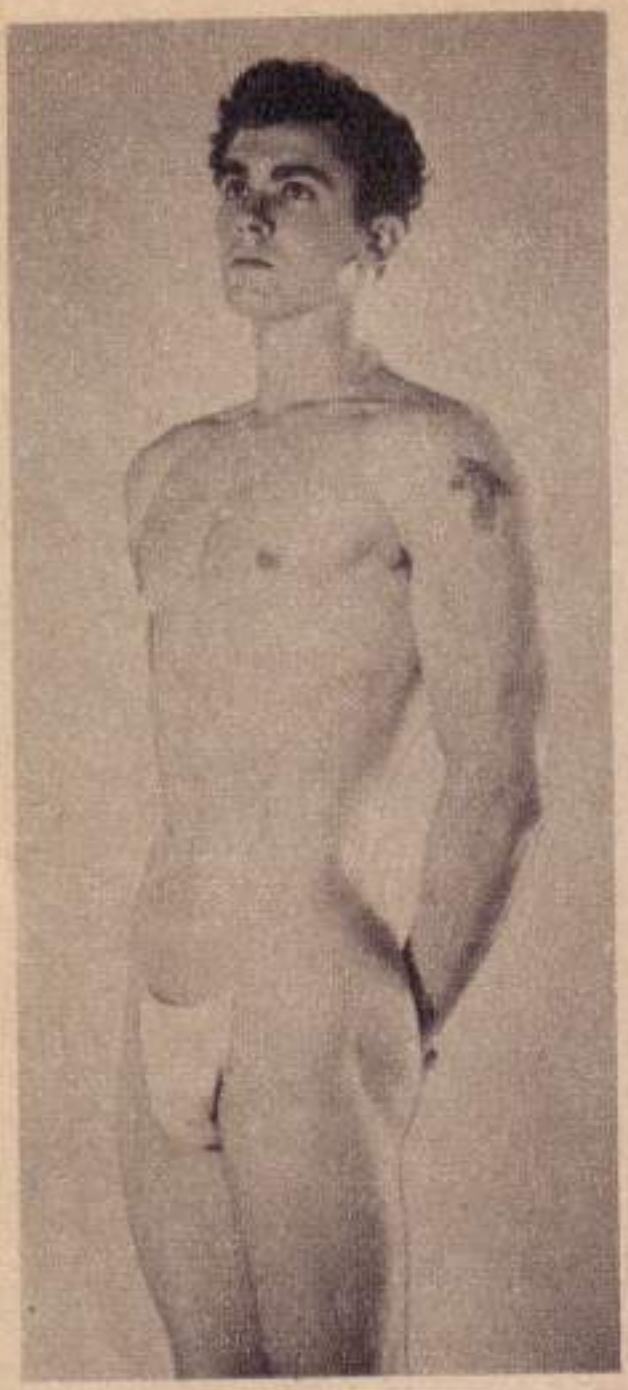


JACK BOWEN

Handsome young aerialist featured in story **Trapeze** on page 8 of this issue.

Catalog 52 only $1

VULCAN STUDIO
706 North La Cienega
Hollywood 46, Calif.

Powers Model

(*Continued from Page* 4)

delineation. Also he is probably the most richly-tanned bodybuilder we know.

The photographs shown here are some of the sunniest and happiest work of Russ Warner. You'll note that Art isn't flexing a single biceps, he's not throwing his lats out of joint like a contortionist, he's giving no contrived posing exhibition. He's just standing there letting his muscles talk for themselves. And they talk real pretty too.

Trapeze

(*Continued from Page* 8)

the shoulder and take him off to movieland. He's got the slender build the movies require, he's got the grace and golly! . . . he's sure got the face, hasn't he? This Bowen's goin' places—and soon!

Jack is featured in Catalog No. 52 which you can get for $1 from Vulcan Studio, 706 North La Cienega Blvd., Hollywood 46, California.

SKINNY Gain Up to 50 Pounds OR YOUR MONEY BACK!

Even when other methods fail, Weider Weight Gaining Food Supplements add pounds of bodyweight on the most stubborn cases!

HERE IS YOUR LIVING PROOF

JULIAN DAMES
(before)

GAINED 45 POUNDS
(after)

"I was always tired, ashamed of myself, because I was so skinny and weak. Now — thanks to Weider, all this is changed. I gained 45 pounds of muscle, look and feel like a real man!

WHAT I HAVE DONE FOR HIM-- I CAN DO FOR YOU!

Here's Why You Must Gain Weight!

Underweight people stay thin because they lack appetite, usually suffer from secondary anemia, possess low resistance against disease and tire so easily they take no interest in healthful living. Here is how Weider Weight Gaining Food Supplement helps them: 1— the appetite is stimulated. 2— secondary anemia is corrected. 3— resistance against disease is built up. 4— you feel so good you want to exercise and build up your body. NOTE:— We don't just fatten you up. We build you up inside and out, making you stronger, healthier than before.

GUARANTEED

A complete list of ingredients and full instructions for use is on every label. Show to your doctor before taking and if he doesn't agree that our product will help you gain weight, you can return for a refund.

So Easy To Use

Weider Weight Gaining Food Supplement comes in either delicious flavored liquid or handy tablet form. Only 3 teaspoons a day or 3 tablets before meals and you will gain weight!

FREE — Weight Gaining Course With 3 Month Supply

Order the 3 month supply and receive FREE a printed course telling you the best foods for gaining weight, exercise, hygiene and other information you can use to gain weight twice as fast.

. . . RUSH MY ORDER

Weider Food Supplements. A
801 Palisade Ave.
Union City, N. J.

Gentlemen: Rush me your Weider Weight Gaining Food Supplement. (Check which)

LIQUID—1 pt. (1 month supply) . . . . $ 3.85
—3 pts. (3 month supply) . . . $10.00

Tablets —100 Tablets $3.50
—300 Tablets $9.00

Name .....

Address .....

City .....Zone.....State.....

No COD's. Small Postage Extra. In Canada, order direct from, Weider Food Supplements, 4466 Colonial Ave., Montreal, Que., Canada.

JACK SIDNEY MODELS

DON SIMON

Powerful Brooklyn Bodybuilder

CHARLES BONGIORNO

Teen-ager of Terrific Torso

Photographs of either model:

8—3½ x 5 prints $2
8—35 mm color slides 3

Order from

JACK SIDNEY
P. O. Box 97, Williamsburg Station
Brooklyn 11, N. Y.

Readers Choice

(*Continued from Page* 3)

If you'll give us the benefit of your candid opinion, we'll do our level best to make *Adonis* and *Body Beautiful* the finest physique publications we possibly can. And we warmly thank you.

When We Were

(*Continued from Page* 41)

Siebel, Wolf Samay, both in their early teens, and Tristan Rohr, the "Balladeer," who young in years is already known to many of you through his appearances on television.

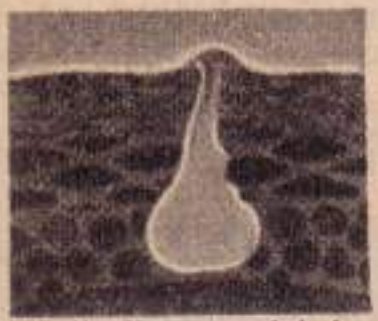
Our gallery is closed with a return engagement by young Sammy Munoz. In this photograph created by Charles Rider, 339 West 71 Street, New York, we see smiling, happy-go-lucky Sammy reveling in the sheer delight of just being young.

Clear up your Pimples and Blackheads fast. . . . .

OVERCOME EMBARRASSMENT

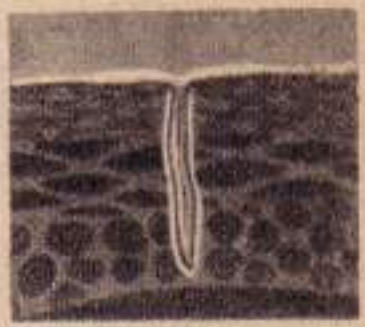
Don't suffer the embarrassment of a blotchy, erupting skin another day! An offensive complexion ruins your chances for social fun, business advancement;—makes you feel inferior, nervous, emotionally upset. Now, all this humiliation can be avoided. You can clear up skin imperfections, improve your looks, rid yourself of ugly blemishes once and for all if you send for a Weider Clearskin Kit today. Don't worry if you have failed before—this product is new, exclusive GUARANTEED to work or your money back!

DIAGRAM SHOWS TRIPLE-ACTION BENEFITS



1 Medically pure lubricants soften surface dirt and crusty scales.

2 Germicidal ingredients penetrate deeply, combating infectious germs.



3 Astringents close pores, soothe skin membranes, make face smooth, soft.

USE THIS HANDY COUPON

Weider Clearskin, A

801 Palisade Ave Union City, N. J.

I enclose $3.98. Rush me my Weider Clearskin Kit. I understand I must see improvement in 10 days or my money will be refunded.

Name .....

Address .....

City .....Zone ....State ....

☐ Check here if economy 3 month supply, price $10.00 is preferred. No COD's. Postage is extra. **In Canada, order from: Weider Barbell Co., 4466 Colonial Ave., Montreal, Que., Canada.**

24 HOUR TREATMENT
Clears Up Your Skin Twice As Fast

You receive a bottle of liquid preparation to apply before retiring and a jar of skin-colored salve to wear all day which hides imperfections while medications soothe blotchy skin. This 'round the clock' treatment results in such dramatic improvement that you must see a big difference in 10 days or your money back!

UNCONDITIONALLY GUARANTEED

only $3.98
for a full month's treatment

RODEO VICTOR

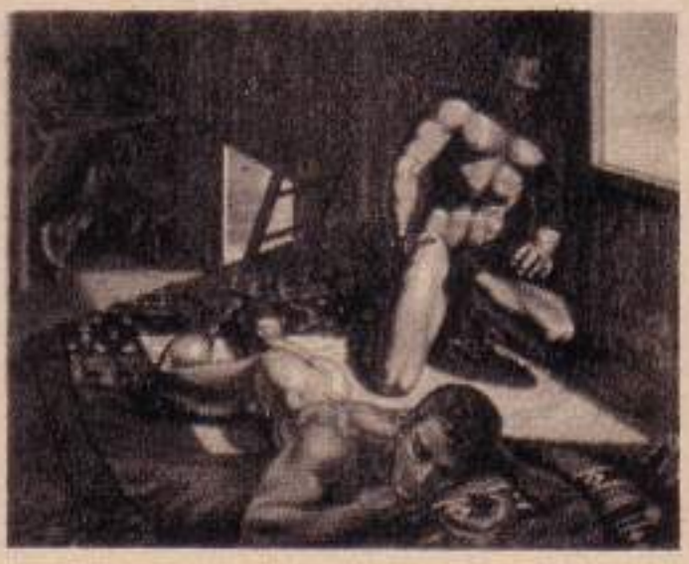
The true hero of our American tradition is the stalwart conqueror of our great West. This new painting by Quaintance, featured on our cover, will make a happy, stimulating decoration for the wall of your den, bar, or play room corral. Handsome, large color print, 11 x 14, suitable for framing, postpaid **$5.00**

Complete Art Catalog of Fifty Famous Paintings 50c

SKIP

Model for Rodeo Victor. A tall, blonde, dashing and daring son of the West. Catalog of Quaintance Models, including **SKIP** **$1.00**

Catalog of Quaintance Sculpture 25c



NOISE IN THE NIGHT

Another new addition to the Quaintance Collection of dramatic Western Scenes. Color Slide or 8 x 10 photo print **$1.50** each

SPECIAL OFFER

If you act at once you may have the large color print of **RODEO VICTOR**, a color slide or photo print of **NOISE IN THE NIGHT**, plus all three catalogs, an $8.25 value, for only $5.00 postpaid.

QUAINTANCE

DEPT. W

Box 192 Phoenix Arizona

Looking at Luis

(*Continued from Page* 12)

saw in conjunction with the little story *The "Mild" One* in an earlier issue. We followed that with Sammy Munoz (*With A Dash Of Tabasco* last month). And now we have another handsome 17 year-old Latin-American model, Luis Carillo. Luis is a training partner of Bennie's and Sammy's and at 5'8" he weighs a muscular 160. He's a man of many parts too.

At present he is studying aeronautics at night school and trains religiously three times a week. He has a beautiful voice and belongs to several choral groups some of which have made recordings of great musical works. Although he is a devotee of all sports, weight-training is his hobby.

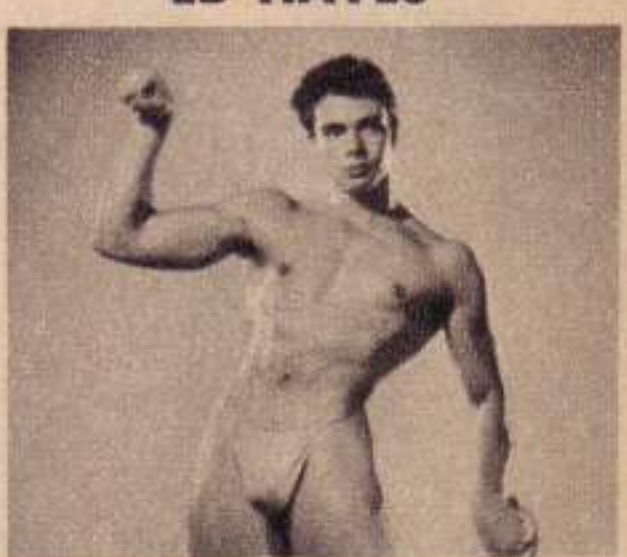
We hope you like Luis as much as we do. You'll be seeing more of him from time to time. And if you'd like a collection of his photographs, drop a line to Charles Rider, 339 West 71st Street, New York. He's got dozens of them.

"BOB"

Handsome Hollywood Adonis
Catalogs Nos. 1 and 2 of
16 miniatures .....each $1
Six 8 x 10 photographs $5

TOGOF STUDIOS
125 East 39th Street
New York, N. Y.

ED HAYES



Lithe, handsome young model

12—4 x 5 matte prints $2.50
12—8 x 10 matte prints 10.00

SPARTAN
Box 46905, West Branch
Los Angeles 6, California

Vulcan Presents

STEVE ROBINSON

Ex-amateur boxer Steve Robinson in 16 tough fighting poses. Send $1 for Catalog 54 to

VULCAN STUDIO
706 North La Cienega
Hollywood 46, Calif.

Name .....

Address .....

City..... State.....

Move Over

(*Continued from Page 37*)

in body structure, but almost never do we find such an amazing likeness of facial composition.

We are indebted to Kris Studio, Box 1251, Chicago 90, Illinois for these very engaging studies of Dick Harrison, a fine athlete and obviously a posing "natural." Kris tells us that Dick is just 20 and that Hollywood has already discovered him. He attends 20th Century-Fox Drama School, has been seen in many TV productions and films including *The West Point Story*.

This handsome 6 footer weighs 185, has a fine 46 inch chest, and wonderful arms of 17. From among the dozens of excellent photographs of Dick made by Kris we have chosen this representative group of four. If you are as impressed as we are you'll undoubtedly be Harrison fans from now on.

S-T-R-E-T-C-H

Your Way To A Super Strong Body This Enjoyable Home Gym Way

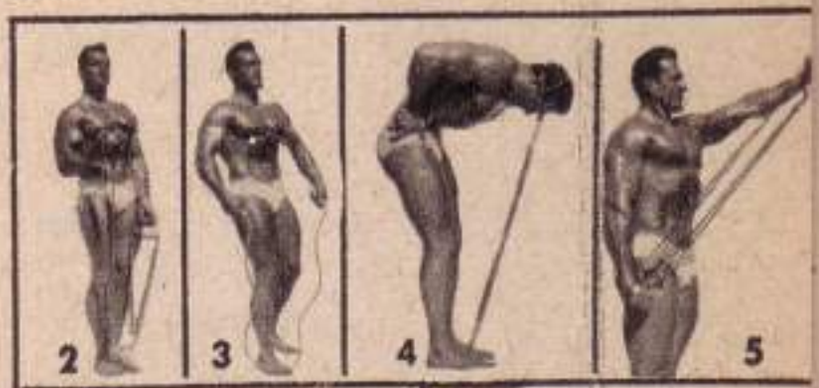
- **Builds Big Muscles**
- **Improves Health**
- **Creates Vital Energy**
- **Overcomes Inferiority Complex**

This versatile steel cable **home gym set** develops powerful arms, chest, shoulders, waist, back and legs FAST! Trains body in manner endorsed by Mr. America winners and champion athletes, building up rugged, enduring muscularity. Requires only a few minutes a day for full benefit. Instructions tell you how to save time molding a he-man body with exercises you will enjoy. Life-time construction, nothing to break or wear out. Photos below show some of the exciting exercises you can do with this outfit.

1

Here's What You Get

1. Barbell Attachment for powerful arms, back and legs.
2. Foot stirrups for special arm and shoulder exercises.
3. Skip Rope for speed and endurance.
4. Headstrap for a man-sized neck.
5. Chest Pull for massive arms, chest, shoulders and back. back.
6. Hand Grips for a he-man grip.
7. Wall Pulley Attachment to develop prize-fighter muscles.
8. Rowing Machine Attachment for a wide back and broad shoulders.
9. Illustrated Instructions and FREE Book "How To Fight."



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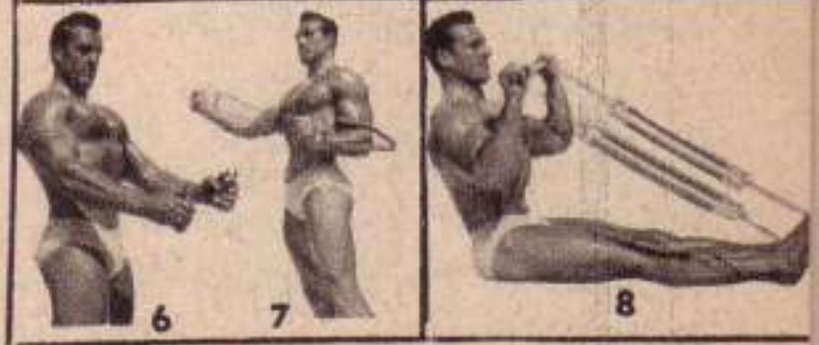

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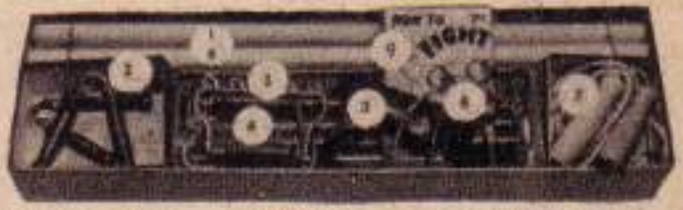


$11.00—Prices F.O.B. Our Warehouse

USE THIS HANDY COUPON

Mr. America Barbell Co., Dept. A
801 Palisade Ave.
Union City, N. J.

Gentlemen:

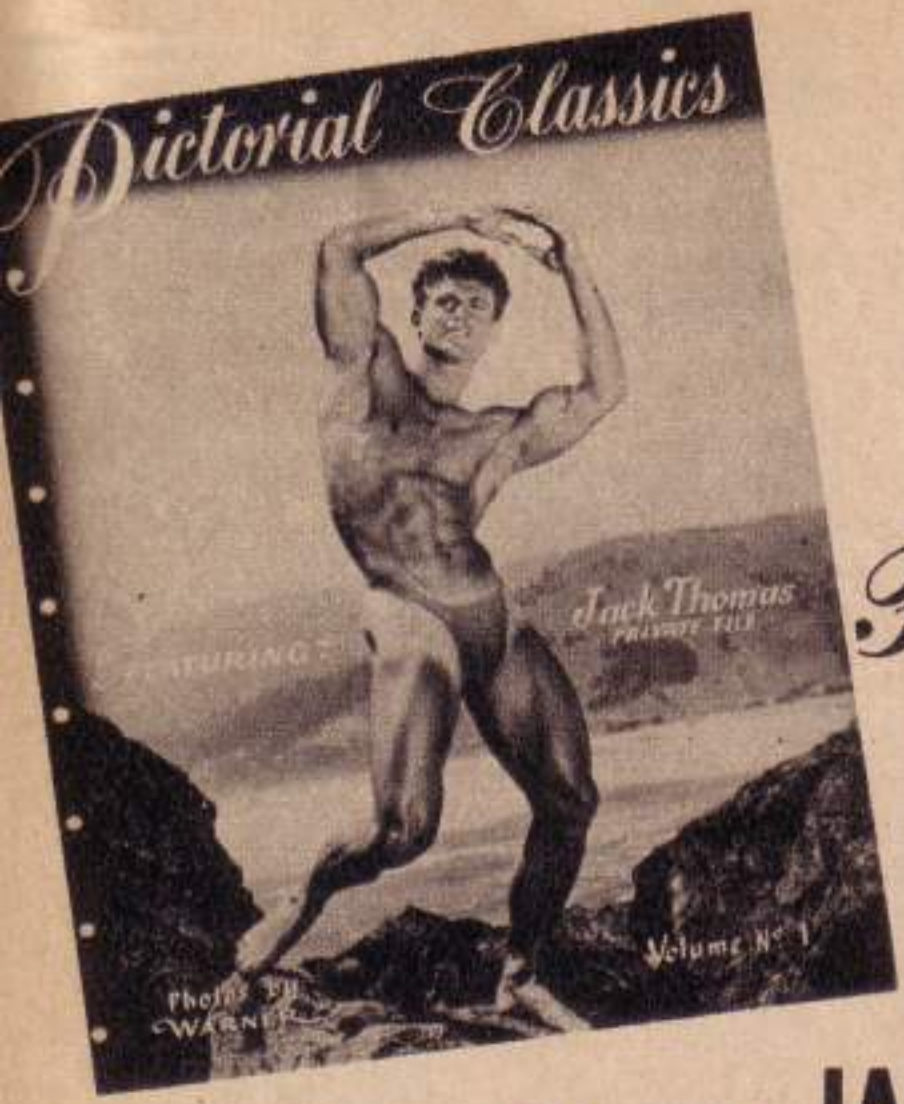
Please RUSH me my Steel Cable Home Gym Set. I want to begin training like the Mr. America Champions do. Enclosed find $.....in full payment.

Name .....

Address .....

City .....

All orders shipped promptly. Prices FOB our warehouse. No COD's.
Canadian Customers, Price $14.00, same fast service from:
Mr. America Sporting Goods Co., 4466 Colonial Ave., Montreal, Que., Canada



STANFORD ST. GEORGE PUBLISHING CO.

PRESENTS

Pictorial Classics

VOLUME NO. 1

FEATURING JACK THOMAS

AMERICAS MOST POPULAR MODEL

"PICTORIAL CLASSICS" Consists of 48 Full Page Photos 8½x11½ Inches in size. Printed on the finest Art Paper Available. Each Photographic Study is truly a Masterpiece of Posing and lighting. By all means don't miss this sensational Pictorial Album. A $10.00 Value.

As a special introductory Offer . . . Stanford St. George will send you FREE OF CHARGE One 16x20 inch Print of Jack Thomas (Suitable for framing) with each order for "Pictorial Classics". A $5.00 Value in its self.

By all means send for these two great Values TODAY. Here is what you get:—

"PICTORIAL CLASSICS".....Value $10.00

16x20 Inch Print of Jack Thomas Value $ 5.00

Total Value $15.00

Special Introductory Offer—You pay only $3.00 for both values.

This offer good limited time only . . . Submit your order today to:—

STANFORD ST. GEORGE PUBLISHING CO.

DRAWER "F" STATION 4 NORTH HOLLYWOOD, CALIF.

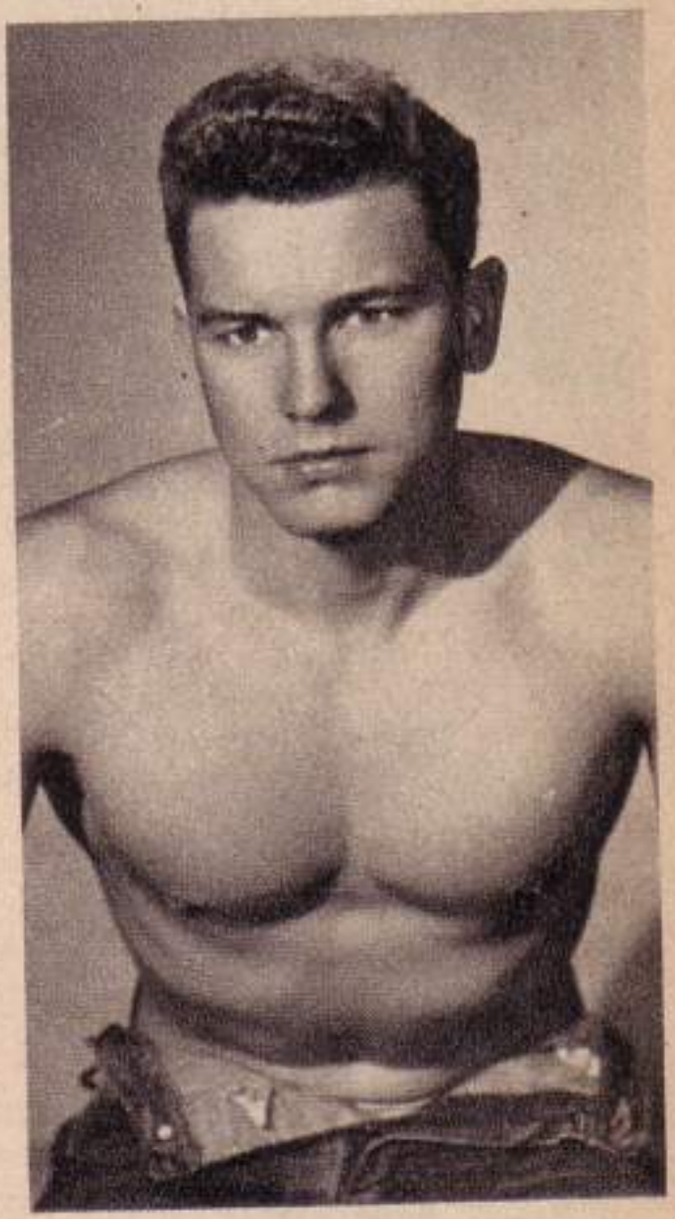
The House Etc.

(*Continued from Page* 32)

Facially he reminds us of another famous Bruce model, Bob McKim, and in many ways they're built along the same lines. But there the resemblance ends. This boy Harte has built for himself a temple of health as unique as it is handsome. Note the firm foundation — powerfully muscled, symmetrical legs; square "boxed-in" hips which are the hallmark of the super-powered athlete; an incredibly small waist for such a Herculean torso; then the magnificent depth of chest and those square, square shoulders capped with beautifully rounded deltoids; and last, a handsome manly face as strong and cleanly outlined as the rest of his amazing body.

We believe this boy will be the muscle sensation of the year, and if he enters any *Mr. America* or *Mr. Universe* contests, look out! He's a sure winner.

COVER MAN



Here's handsome **ALAN RUTHERFORD**, the man on the back cover of this issue.

8—4 x 5 photographs **$2**
8—8 x 10 photographs **$6**

Order from

RICHARD COLETTI
494 South Ocean Avenue
Freeport, New York

FULLER & TRACY

A rugged pair of Western athletes, Don and Pat are one of two teams in Catalog 82, containing 15—4 x 5 matte prints—price $3.30 postpaid. For air mail add 20c.

35 mm color or stereo color slides of Don and Pat—6 slides for $3.25, postpaid. For air mail add 15c.

CARL McKINNEY

Handsome Negro Boxer

Carl is one of three Negro athletes featured in Catalog 83, containing 15—4 x 5 matte prints for $3.30, postpaid. For airmail add 20c.

Five selected 4 x 5 photos (5 different models—single and dual) with illustrated circular only $1.

BRUCE OF LOS ANGELES
Box 75305, Sanford Station
Los Angeles 5, California

Dungaree Don

(*Continued from Page* 22)

The photographs shown in this issue (we're gonna run 'em in relays) are by Athletic Model Guild, 1834 West 11th Street, Los Angeles, who have several catalogs of the Fuller physique. We're indebted to the Guild for this information:

"Don is 24, is 5'10" in height and weighs 190. He has a chest of 47, waist of 33, and his biceps and calves and neck are an identical 17. He began working out at the age of 17 but he has always had a husky, natural build. He was previously interested in football, track, basketball and gymnastics.

"He is an actor, currently starring in a little theatre group production of *Picnic*.

We think Don is going to have considerable mass-appeal. There's sure a lot of him to appeal, *non?* Looks all man and a yard wide, and we're hoping he impresses you as strongly as he did us. Let's have some mail on this hunk o' guy, fans . . . you like?

"It's Magic" SAYS HANDSOME, POPULAR FILM AND TV STAR *Bob Hover*

"As a model, and actor my face takes quite a beating. Being photographed wearing gooey makeup under temperatures over 100 degrees takes a terrific toll from facial muscles and tissues.
"I can't afford to let my face get haggard and old looking. It must always be fresh, alive, and free from pimples and blemishes.

"I consistently use the famous HAL WARNER course in facial care "YOUR FACE IS YOUR FORTUNE" with his THREE MIRACLE AIDS TO SKIN PERFECTION, the DEEP PORE SKIN CLEANSER — MASQUE OF YOUTH — and VITA-MIST DOUBLE VITAMIN THERAPY CREAM. Believe me, **it's magic!"**

BE WISE!!

Do as the stars do . . . read YOUR FACE IS YOUR FORTUNE. Let HAL WARNER show you how you too can have that tawny, terrific look of a Mr. America.

Use This Handy Coupon

HAL WARNER
520 Fifth Avenue
New York 36, N. Y.

Enclosed is $..... Rush me the following:

"YOUR FACE IS YOUR FORTUNE" (course alone)	**$ 3.00**
THREE MIRACLE AIDS TO SKIN PERFECTION (alone)	**8.00**
COURSE AND MIRACLE AIDS	**10.00**

(Taxes and postage included in prices)

NAME .....

ADDRESS .....

CITY..... ZONE..... STATE.....

(No C.O.D.'s please)

KEN MALUSKY

Six Different Studies
Popular 5 x 7 Size
$3.00

Catalog & Sample Photos **$1.00**

D. N. SUTHERLAND
1838 E. 101st Street
Cleveland 6, Ohio

STEVEN WENGRYN

Send self-addressed, stamped envelope for list of new photos, color slides and films of Steve Wengryn, one of Americas favorite body-builders.

SPECTRUM FILMS
P. O. Box 35, Station E
Cincinnati 19. Ohio

Friendly Enemies

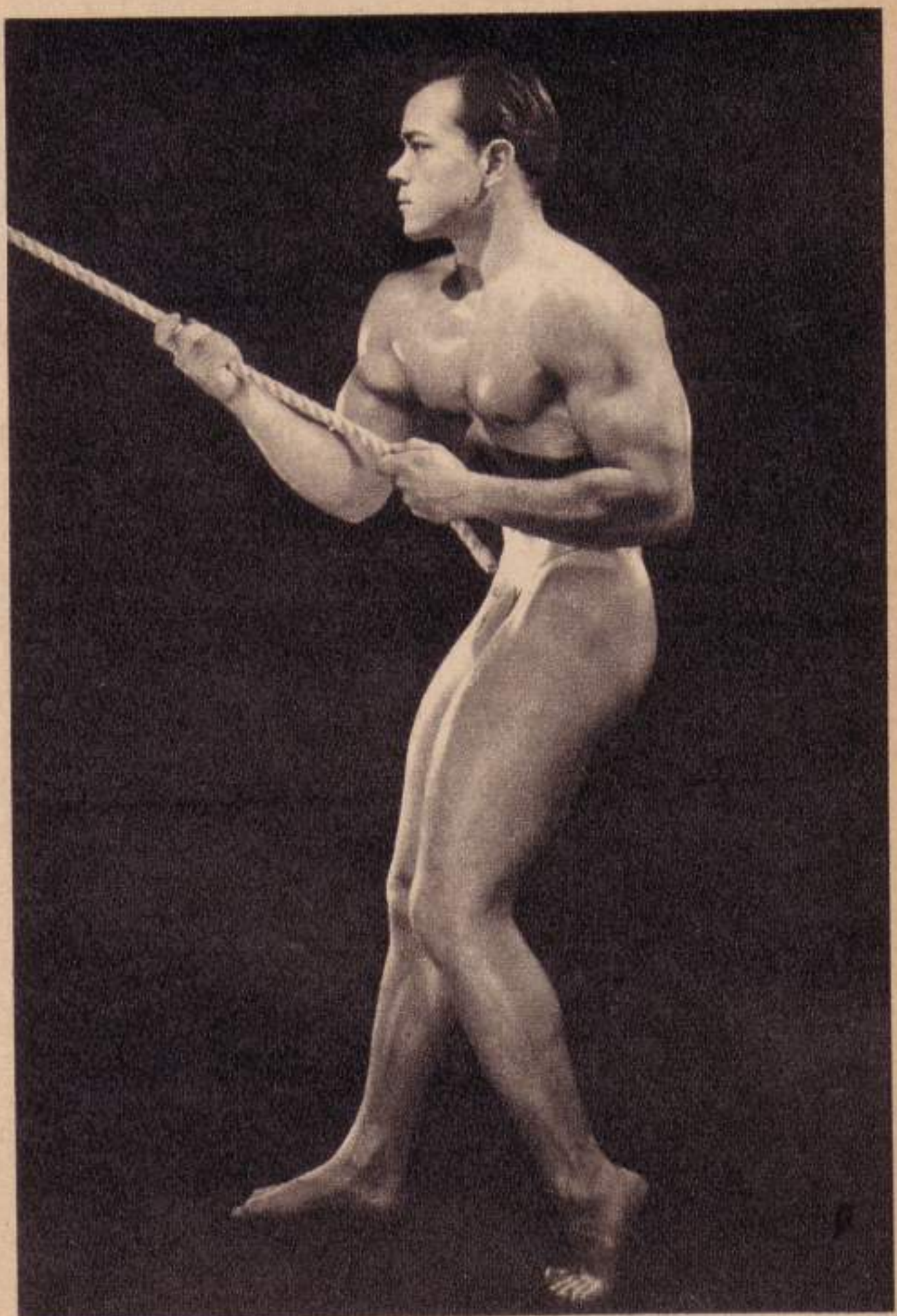
(*Continued from Page* 17)

Bob uses a lighter weight and performs more repetitions—he works for the ultimate in muscular definition.

These training buddies begin their workout with a fast session of medicine ball tossing . . . great for the midsection too! They go from there to heavy work on the chest and back always using the greatest concentration on each movement. Then the arms, the legs, and again on the abdominal area. Both Bob and Buddy sport 29 inch waists, practically phenomenal for such brawny muscle-guys.

Of late Bob has been in Hollywood working in pictures. He's been seen in *Toward the Unknown* and *The Girl He Left Behind* with his friend, Tab Hunter. Currently he's on view in TV's *Cheyenne* and *Warner Brothers Present.* Bob's under contract to Warner Brothers.

It seems only yesterday that we showed the first pictures of Bob Hover in *Body Beautiful*, but such was the strength of his appeal that he was almost immediately snapped up for pictures. He's our boy and we're very proud of him.



DALE GILBERT by Western Photography Guild

YOUR HAIR WILL GROW ON A HEALTHY SCALP!

AMAZING Weider Formula #7 is specially prepared for all men . . .

- Who find loose hair on their combs
- Who suffer from itching dandruff
- Whose hair is thinner than before
- Whose lifeless hair is hard to groom

WHY IT WORKS

Weider Formula #7, penetrates deep beneath the surface of the scalp, dissolving dirt and other obstructions from hair shaft, permitting healthy hair to grow. Works on the principle that you can't thread a needle with a clogged eye and you can't grow hair with a clogged scalp.

MAKE THIS CONCLUSIVE TEST

Have barber examine hair and scalp before using preparation. 2 weeks later have him examine again. If hair and scalp isn't 100% healthier, cleaner and better groomed, your money back! **We can't fail!** Each bottle of Formula #7 is specifically compounded in our laboratories to help your personal scalp condition; dry, oily or natural. You also receive FREE booklet on daily care of hair for extra benefits.

Endorsed by, good looking Steve Reeves, Mr. Universe.

SO SIMPLE TO USE

1 Apply tonic once a day with gentle massage.

2 Use Shampoo to thoroughly clean scalp once a week.

ORDER TODAY and receive FREE BOOK on Hair Care

MAIL THIS COUPON

Self-Improvement Inst. A

801 Palisade Ave.
Union City, N. J.

Gentlemen.

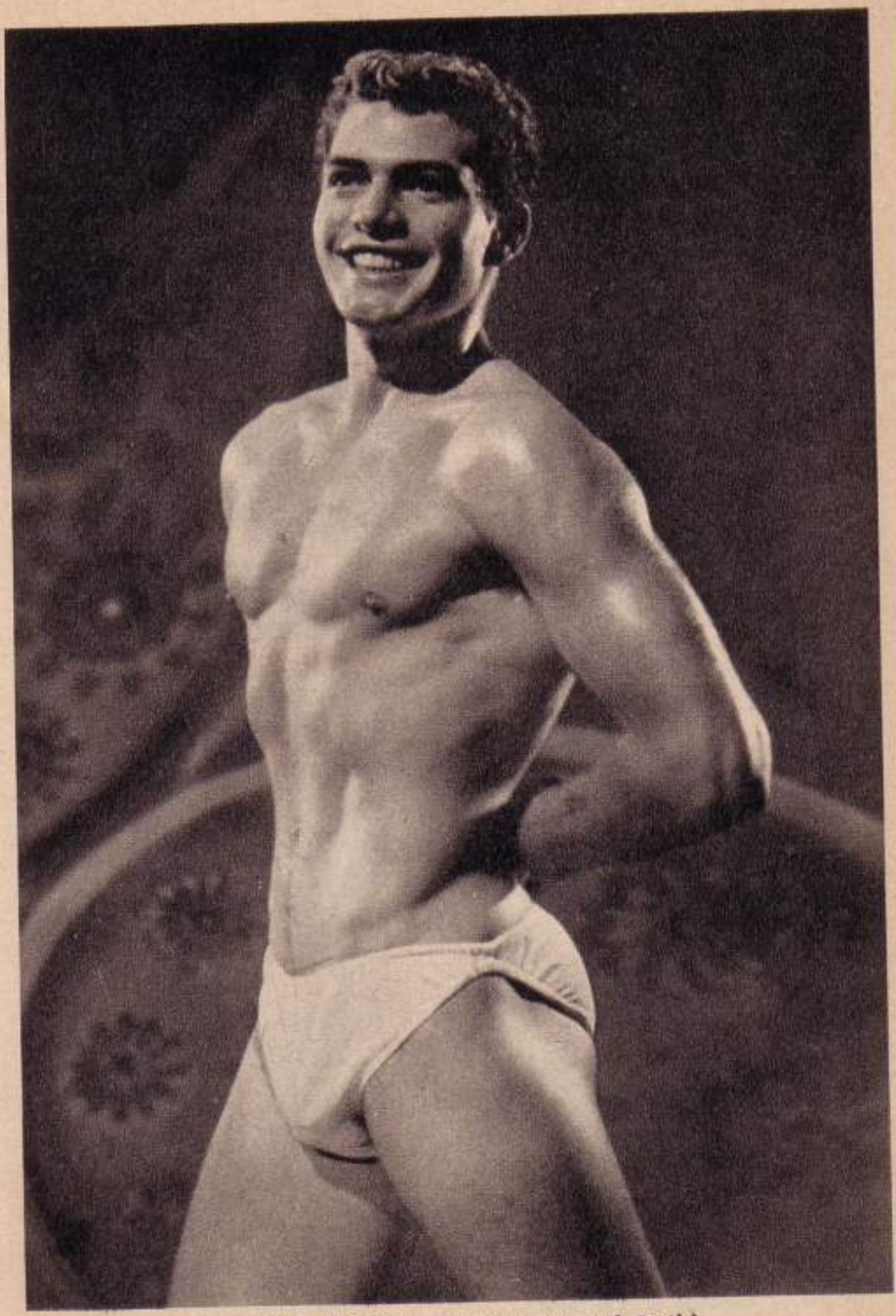
I enclose $5.30 (tax incl.) for a full 2 month's combination supply of Weider Tonic and Shampoo. Send me formula best for my scalp condition which is ☐ Dry ☐ Natural ☐ Oily

Name .....

Address .....

City .....Zone....State.....

No COD's. Small postage extra. Canadian address: 4466 Colonial Ave., Montreal, Que., Canada.



JIM RICHARDS by Athletic Model Guild

GERRARD CHOQUETTE

This ad with $1 brings you three
4 x 5 prints of Gerrard Choquette

MARK ONE
Box 32
Lachine, Quebec, Canada

DON FULLER

12—4 x 5 Photos of Don **$2.50**

ATHLETIC MODEL GUILD
1834 West 11th Street
Los Angeles 6, California

MEN OF THE WEST

TOM CRABB
Handsome ex-Marine
Selector Catalog $1

CLIFF SIMPSON
Bronzed Bodybuilder
Selector Catalog $1

Order from
CALIFORNIA MODELS
Box 285
San Francisco, California

BRIEF UNDERWEAR

- COOL—up to 50% cooler than other knit briefs.
- MASCULINE SUPPORT—direct from waistband.
- NO BINDING—self-adjustable leg opening.
- NO ROPING IN SEAT—flat angle of support holds fabric flat across the seat.

NYLON—$2.25 each (3 for $6.25) **COTTON—$1.25 each (3 for $3.50)**

WHITE ONLY
Postpaid—NO CODs

COLETTI
494 So. Ocean Avenue
Freeport, N. Y.

VIRILE MUSCULARITY

	Premium Finish	Super (sepia)	Air Mail
4 x 5	$2.50	$3.00	18c
5½ x 7	5.00	6.00	30c
8 x 10	10.00	14.00	60c

ALSO! Ten 35 mm. full-color transparencies, single and dual, $5.00. Air mail 12c.

Stereo too! Eight single and dual, $5.00. Air mail 18c.

Two magnifficently built young six-footers, **PHIL LAMBERT** and **KEITH LEWIN**, in 12 highly original dual photos, SERIES 25. Outdoor and indoor studies direct from the original negatives. Detailed description of an actual posing session included, also our latest complete illustrated catalog.

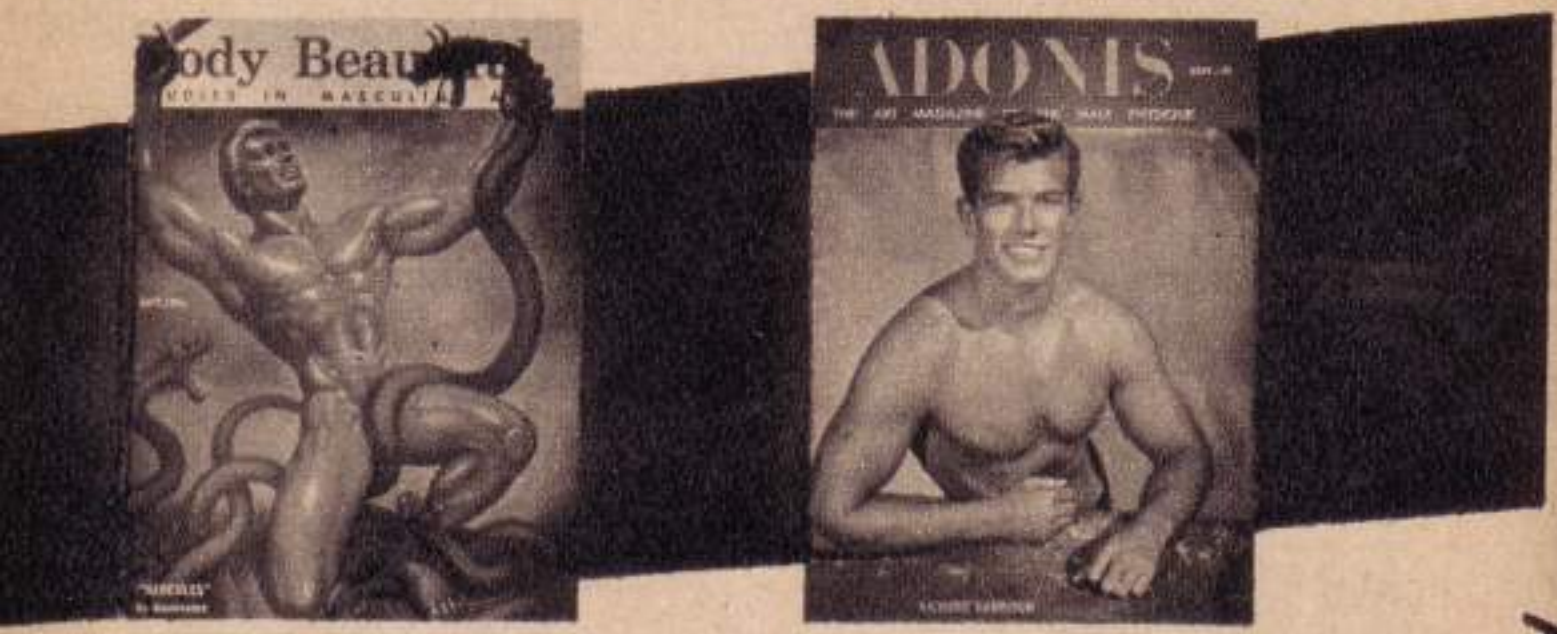
Box 2801 WESTERN PHOTOGRAPHY GUILD Denver 1, Colo.

Photographically Yours

THE WORLD'S FINEST PHYSIQUES ARE ONLY 'FINGERTIPS' AWAY!

WHEN YOU SUBSCRIBE TO

THE ART MAGAZINES OF THE MALE PHYSIQUE



BODY BEAUTIFUL, so highly praised by art critics the world over, devotes itself to the presentation of the finest flower of masculine perfection, as seen through the eyes of the world's greatest sculptors, painters, and physique photographers.

A "find" for the art lover, and the connoisseur of the BODY BEAUTIFUL.

ADONIS, the glamour magazine of the American male, is dedicated to man's desire to improve his face and figure.

Sparkling! Witty! Provocative! A wealth of informative and helpful articles, plus the inspiration of dozens of the world's handsomest models, make ADONIS a "must" for the man who cares . . . the man who puts his "best foot forward."

These beautiful companion magazines are frequently sold out in just a few hours after being placed on the newsstands. Don't be disappointed! See that you receive each issue by subscribing TODAY. Only $2.50 for 12 issues of either magazine, or $5.00 for the combined subscription of 24 thrilling issues in all.

BODY BEAUTIFUL
301 Palisade Ave. Union City, N. J. A

Enclosed is $..... Please send me

- ☐ Body Beautiful ..... 12 issues $2.50
- ☐ Adonis ..... 12 issues $2.50
- ☐ Both Magazines ..... 24 issues $5.00

NAME .....

ADDRESS .....

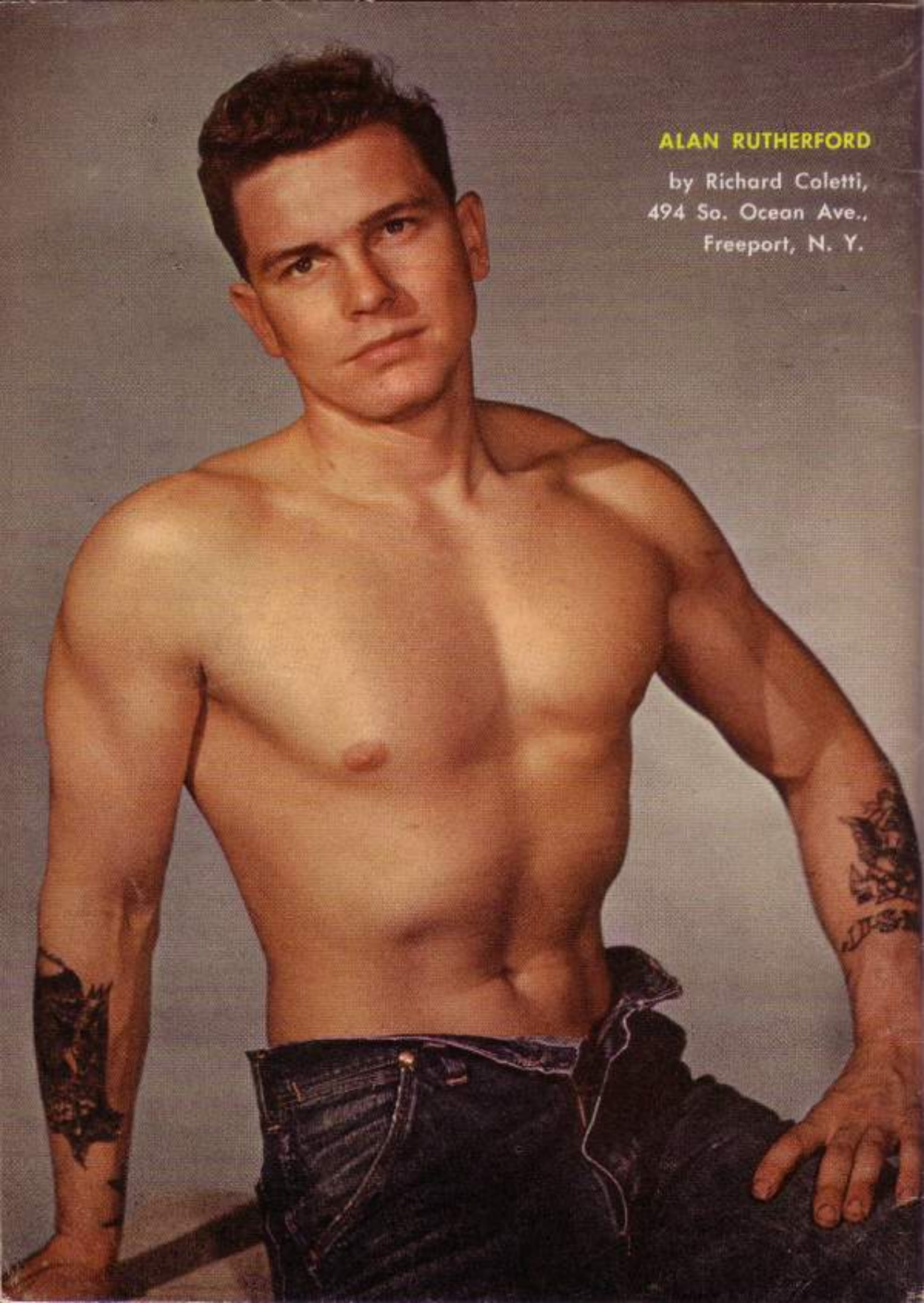
CITY .....Zone....State.....

In Canada: Subscribe direct:
Weider Publications, 4466 Colonial Avenue,
Montreal, Quebec, Canada.

BY SUBSCRIBING, you receive each issue one week before the newsstand sale. They are mailed to you in a plain envelope, marked "Personal"

SNAP UP this money-saving offer now! Clip and mail this handy coupon.

TIM SWEENEY by Cliff Oettinger



ALAN RUTHERFORD

by Richard Coletti,
494 So. Ocean Ave.,
Freeport, N. Y.